

Ideation Phase

Define the Problem Statements

Date	28 April 2023
Team ID	NM2023TMID11053
Project Name	Path to Prosperity
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

A Comprehensive Analysis Of Financial Independence Based On Data Taken From Reddit:





Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Person	Achieve financial independence	Struggle to sticking with budget	Overspend expenses	Guilty and stressed
PS-2	Person	Achieve financial independence	Living expenses are high	I live in high cost living area	frustrated
PS-3	Person	Achieve financial independence	Lack of financial literacy	Complex financial systems	Fear of not achieving financial independence
PS-4	Person	Achieve financial independence	Struggle finding high paying jobs	Expenses are high	Uncertain about future prospect