Project Initialization and Planning Phase

Date	4th July 2024
Team ID	739808
Project Name	Cost Prediction of Acquiring a Customer
Maximum Marks	3 Marks

Define Problem Statements (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 your customers' challenges. 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.

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Male/female customer	Find a store closer to my residence	I don't have a store closer to me	I travel a lot	dissatisfied
PS-2	Male/female	Find a store	The store	I have 2	dissatisfied

	customer	with food for kids	doesn't have all the items needed	children	