

Ideation Phase

Define the Problem Statements

Date	29 April 2023
Team ID	NTM2023TMID12549
Project Name	Pixel Perfection: Transforming your photos of our cutting -Edge image editing platform
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.

Problem statements for pixel perfection application:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a student	Remove background of my profile photo	It is very difficult	The website very slow	Annoyed
PS-2	a photographer	Beautify my images	The images quality is low	The website provides poor download quality	Disappointed
PS-3	a common person	Edit my images	I couldn't do it	I don't how the website handles my privacy	Insecure
PS-4	a photographer	Make cartoon version of my image	I don't feel satisfied	I cannot upload images of higher resolution	Sad or disappointed
PS-5	a common person	Use the application	It is difficult	The interface is hard to adapt	Uncomfortable

