

## Ideation Phase

### Define the Problem Statements

Date	03 November 2023
Team ID	NM2023TMID04191
Project Name	How to Create Brand Name, Brand Mail and Brand Logo in Canva
Maximum Marks	2 Marks

#### Customer Problem Statement :

Water suppliers often face challenges with customer engagement and retention due to issues related to billing accuracy, transparency, and convenience. Customers may not fully understand their water bills, leading to dissatisfaction and distrust. Furthermore, traditional billing methods may not offer customers a way to easily access their billing information or manage their accounts. A smart billing system for water suppliers can help address these issues by providing real-time billing information, enabling customers to track their usage and spending, and delivering personalized communication and engagement opportunities to build trust and loyalty.

#### Smart billing system for water suppliers:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am a customer who wants to receive timely and accurate water bills.	To receive my water bills on time, but the current system has delays and inconsistencies in sending bills.	The payment methods are limited to physical payments or online payments with limited security measures.	I'm not able to pay my bills easily and securely, which makes me feel concerned about the security of my personal and financial information	I feel like I have no control over my water usage and bills because of the lack of transparency and limited information provided by the current billing system

PS-2	I am a customer who wants to pay my water bills conveniently and securely.	To pay my water bills, but the current payment methods are inconvenient and sometimes unreliable.	The current billing system is manual, prone to errors, and provides limited information about my water usage.	I'm not able to receive my bills on time and sometimes face issues with billing accuracy, which makes me feel worried about the impact on my finances and the possibility of late fees.	The current manual billing system causes errors and inconsistencies, which makes me feel frustrated and worried about the accuracy of my water bills.
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## 2.2 Empathy Map Canvas