

Ideation Phase

Define the Problem Statements

Date	22 OCTOBER 2023
Team ID	NM2023TMID00881
Project Name	ANALYTICS TOOL FOR PLACEMENTS
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 - who are they?	ANALYTICS TOOL FOR PLACEMENTS
I'm trying to	List their outcome or "job" the care about - what are they trying to achieve?	DESIGNED TO ASSIST STUDENTS , FACULTY,RECRUITERS IN THE PROCESS OF PLACEMENT JOBS
but	Describe what problems or barriers stand in the way - what bothers them most?	I AM FACING DIFFICULTIES
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	THERE ARE VARIOUS CHALLANGES AND DIFFICULTIES DURING IT'S DEVELOPMENT &IMPLEMENTATION
which makes me feel	Describe the emotions from the customer's point of view - how does it impact them emotionally?	NAVIGATING A COMPLEX AND EVER-CHANGING

Example:

I am	I'm trying to	but	Because	Which makes me feel
ANALYTICS TOOL FOR PLACEMENTS	DESIGNED TO ASSIST STUDENTS , FACULTY,RECRUITERS IN THE PROCESS OF PLACEMENT JOBS	I AM FACING DIFFICULTIES	THERE ARE VARIOUS CHALLANGES AND DIFFICULTIES DURING IT'S DEVELOPMENT &IMPLEMENTATION	NAVIGATING A COMPLEXAND EVER-CHANGING MAZE

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Analytics tool for placements	Designed to assist students , faculty,recruiters in the process of placement jobs	I am facing difficulties	There are various challanges and difficulties during it's development &implementat ion	Navigating a complexand ever-changing maze
PS-2	Analytics tool for placements	Empowering students	I am facing difficulties	constraints in terms of budget, skilled manpower, and technological resources, which can impact the scope and scale of the project	surfing on ever-changing waves; staying ahead of trends and technologies is essential to ride the wave of relevance, adapting and adjusting strategies as the landscape evolves.