Problems:

1. Problem should scope out and state generically. We are not just solving bank application process
2. What is the essence of our problem? Our report did not clearly state that. (although I know it from the discussions.) Write it down and express it more. **The essence of the problem is not banking or visa application-specific. State what is the core of this problem in general way, and how the banks are a good example.**
3. We should communicate the focus of the solution platform. Desktop? Or can that also be generalised in to

Our finalised Problem statement:

Consumers/users find it daunting to apply for various services such as credit cards or travelling visa.

Tedious, difficult, boring application process

Difficult to choose from the wide array of information.