



Parle Tilak Vidyalaya Association's  
**PTVA's Institute of Management**

(Approved by AICTE, DTE and affiliated to University of Mumbai)

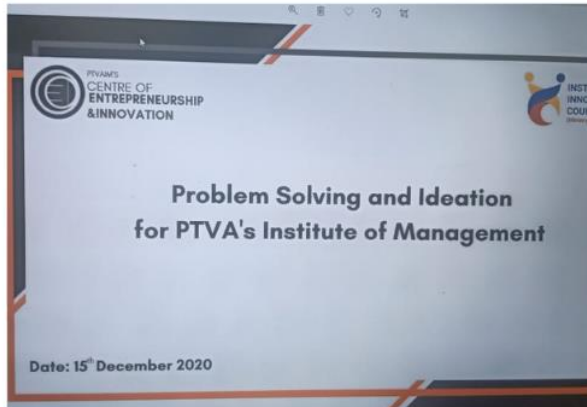
Chitrakar Ketkar Marg, Behind M. L. Dahanukar College of Commerce, Vile Parle (East), Mumbai – 400 057.

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**ACTIVITY: Problem Solving and Ideation for PTVAIM Students**

**Date: 15<sup>th</sup> December 2020 Time: 10:00am – 11:15 am**

**Venue: Zoom Platform**



Problem Statement canvas:

When Does em occur???	<b>Problem:</b> what is the root cause of the problem	<b>Alternatives:</b> What do Customers do now to solve the problem
rs: Who has blem most ten	<b>Emotional Impact:</b> How does the customer feel? <b>Quantifiable Impact:</b>	<b>Alternative Shortcomings:</b> What are the disadvantages of the alternatives?



*Behmab*

Director  
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