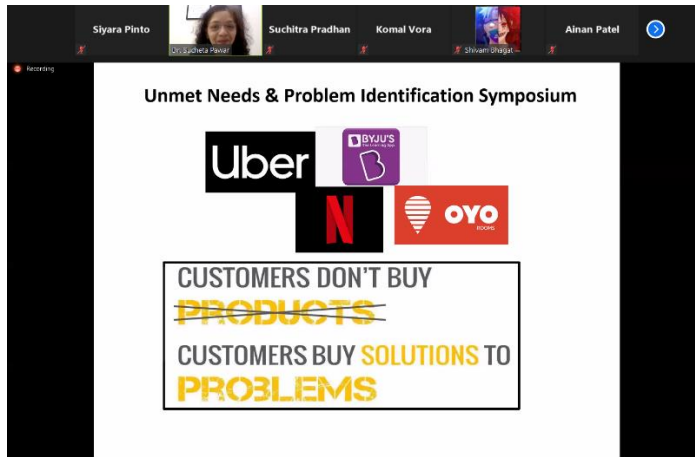


Unmet Needs and Problem Identification Symposium

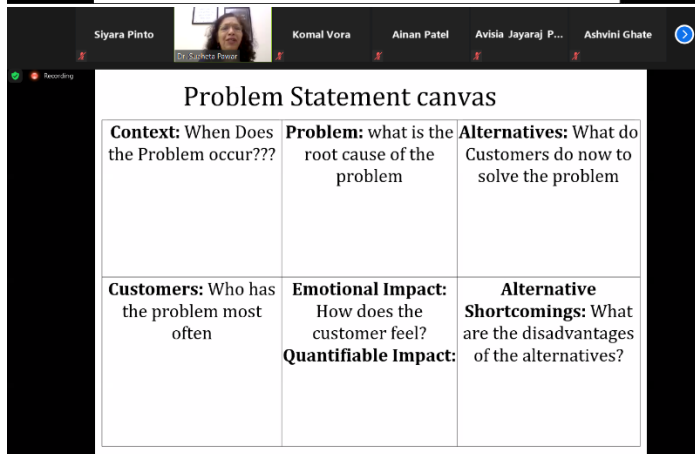
Date: 23-01-2021



Unmet Needs & Problem Identification Symposium

Uber BYJU'S OYO

CUSTOMERS DON'T BUY PRODUCTS
CUSTOMERS BUY SOLUTIONS TO PROBLEMS

Problem Statement canvas

Context: When Does the Problem occur???	Problem: what is the root cause of the problem	Alternatives: What do Customers do now to solve the problem
Customers: Who has the problem most often	Emotional Impact: How does the customer feel? Quantifiable Impact:	Alternative Shortcomings: What are the disadvantages of the alternatives?



B. Schmah

Director
PTVA's Institute of Management
Chitrakar Ketkar Marg,
Behind M. L. Dahanukar College,
Vile Parle (E), Mumbai-400 057.