Ideation Phase Define the Problem Statements

Date	30 June 2025
Team ID	LTVIP2025TMID55781
Project Name	HouseHunt: Finding Your Perfect Rental Home
Maximum Marks	2 Marks

Customer Problem Statement Template:

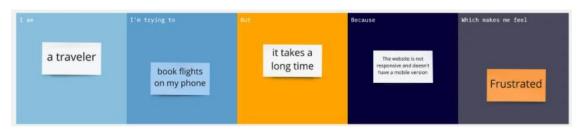
Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

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.

	l am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
l'm tryi	ing to	List their outcome or "Job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
	but	Describe what problems or barriers stand in the way — what bothers them most?	Describe the problems or barriers that get in the way here
bed	cause	Enter the "root cause" of why the problem or barrier exists – what needs to be solved?	Describe the reason the problems or barriers exist
which n	nakes e feel	Describe the emotions from the customer's point of view – how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

Reference: https://miro.com/templates/customer-problem-statement/

Example:



Problem	l am	I'm trying to	But	Because	Which makes me feel
Statement (PS)	(Customer)				
PS-1	a renter	find a suitable	there's no	I waste time	frustrated, overwhelmed,
	searching for	rental	single	browsing	and unsure
	a home	property	platform	multiple	

		within my budget	with verified listings and clear booking process	websites and contacting owners individually	
PS-2	a property owner	list and manage my rental properties easily	existing platforms charge high fees or are difficult to use	I cannot track bookings or manage property data effectively	dissatisfied and reluctant to list online