

Ideation Phase

problem statements

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.

Reference:

<https://micro.com/app/board/uXjVPRGMeak=/>

Example



Problem statement (ps)	I am (customer)	I'm Trying to	But	Because	Which makes me feel
PS-1	Customer-1	Increase the production of crops	Pesticides affects the crop Production	Pesticides are formulated to kill pests	sad
PS-2	Customer-2	Double the growth of crops	Soil fertility declines	Inadequate use of fertilizers and soil erosion	worried

PS-3	Customer-3	Soil PH Level Monitoring	It affects the mineral content and texture of the soil	It develops the strongly acidic soil can lead to poor growth of crops	Bad
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