**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date | 31 January 2025 |
| Team ID |  |
| Project Name |  |
| 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.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | |  |  |  |  |  | | --- | --- | --- | --- | --- | | a customer trying to recharge my mobile phone | complete a simple recharge using a payment app | the payment keeps failing or gets stuck | of poor app design and unclear error messages | frustrated and unsure if I got charged or not |  |  |  |  |  | | --- | --- | --- | --- | |  | the delivery date keeps changing after placing the order | the seller or courier isn't updating the system on time | annoyed and less likely to trust the platform | | complete a simple recharge using a payment app | the payment keeps failing or gets stuck | of poor app design and unclear error messages | frustrated and unsure if I got charged or not |
| PS-2 | a customer shopping on an e-commerce site | order a product with fast delivery | the delivery date keeps changing after placing the order | the seller or courier isn't updating the system on time | annoyed and less likely to trust the platform |

2.2 EMpathy map

Diagram

Description automatically generated