

Ideation Phase

Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2025TMID34696
Project Name	Enchanted Wings: Marvels Of Butterfly Species
Maximum Marks	2 Marks

Customer Problem Statement Template:

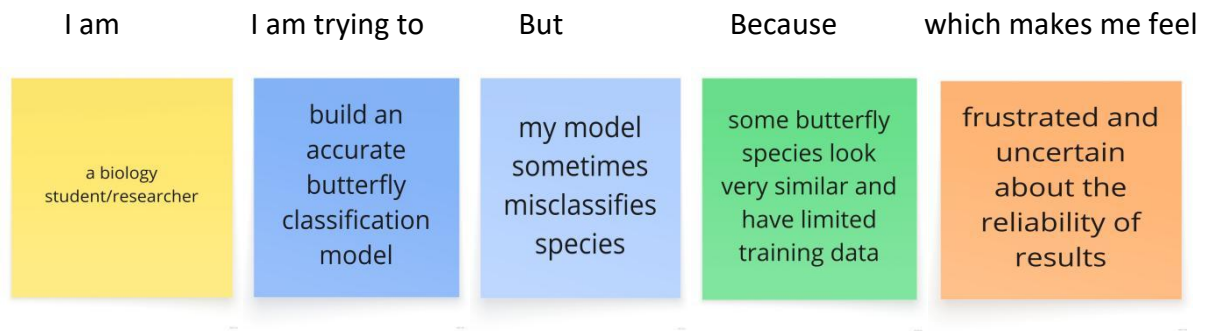
Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

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.

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

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

Example :



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A biology student	Identify butterfly species from photos for my project	I don't know if my answers are correct and it takes a lot of time	Many species look similar and no clear tool tells me the exact species	Confused, doubtful, and frustrated
PS-2	A wildlife conservationist	Track and record butterfly species in a specific region	Manual tracking is slow and not possible for many images	There are too many images and too few experts to verify them	Overwhelmed and worried about missing data