Define the Problem Statement – *Video Conferencing Web App*

◆ **Customer Problem Statement Template**

We use this framework:

I am *(customer)*
I'm trying to *(goal)*
But *(problem)*
Because *(root cause)*
Which makes me feel *(emotional impact)*

💬 **Problem Statement PS-1: Remote Corporate User**

- **I am** a **remote team manager**

- **I'm trying to** conduct **smooth team meetings with multiple participants**

- **But** most platforms require installations or sign-ups

- **Because** of **corporate restrictions or time constraints**

- **Which makes me feel frustrated and inefficient**

💬 **Problem Statement PS-2: University Student**

- **I am** a **university student** attending online lectures

- **I'm trying to join live classes and interact with my professors**

- **But** existing platforms are **laggy or difficult to navigate**

- **Because** they are not optimized for **low-bandwidth or mobile-first usage**

- **Which makes me feel left out and disengaged**

💬 **Problem Statement PS-3: Freelancer / Client**

- **I am** a **freelancer trying to meet with clients**

- **I'm trying to** conduct **quick project demos**

- **But** video calls often **drop or buffer**

- **Because** of **poor connectivity and bloated tools**

- **Which makes me feel unprofessional and worried about losing clients**

✅ Summary

These problem statements emphasize the **need for a simple, fast, browser-based video conferencing platform** that works well even in **low-bandwidth environments** and **without installation friction**.