Ideation Phase
Define the Problem Statements

Date	17 July 2025
Team ID	PNT2025TMID09404
Project Name	iRevolution
Maximum Marks	2 Marks

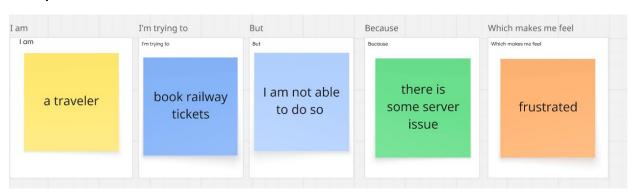**Customer Problem Statement Template:**

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.

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	traveler	Book railway tickets	I am not able to do so	There is some server issue	frustrated
PS-2	customer	Buy groceries online	I am not able to do so	There is some network issue	frustrated

2.2 Empathy map

Empathy Map

What does he THINK AND FEEL?
- what really counts
- major preoccupations
- worries & aspirations

What does he HEAR?
- what friends say
- what boss say
- what influencers say

What does he SEE?
- enviroment
- friends
- what the market offers

What does he SAY AND DO?
- attitude in public
- appearance
- behavior towards others

Pain
- fears
- frustrations
- obstacles

Gain
- "wants" / needs
- measures of success
- obstacles

Business Model **Toolbox**