Ideation Phase
Define the Problem Statements

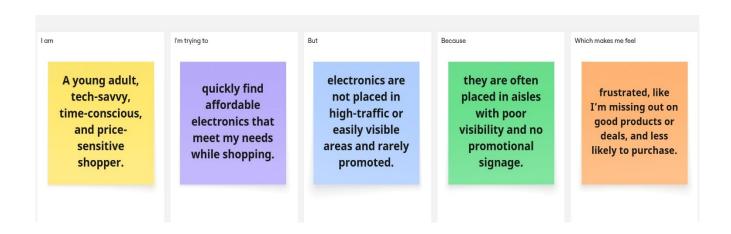| Date	31 January 2025
Team ID	LTVIP2025TMID50543
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	2 Marks

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

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

Example:

I am	I'm trying to	But	Because	Which makes me feel
A young adult, tech-savvy, time-conscious, and price-sensitive shopper.	quickly find affordable electronics that meet my needs while shopping.	electronics are not placed in high-traffic or easily visible areas and rarely promoted.	they are often placed in aisles with poor visibility and no promotional signage.	frustrated, like I'm missing out on good products or deals, and less likely to purchase.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a **senior shopper**, who prefers clear signage, easy access, and values simplicity.	**find basic clothing items without getting tired or confused** in the store.	**the clothes I need are placed far from store entrances or in crowded areas.**	**product positioning doesn't consider accessibility or convenience for older customers.**	**ignored and frustrated**, like the store isn't designed with me in mind.
PS-2	a **college student**, budget-conscious, always looking for good value, and influenced by promotions.	**get the best deals on electronics and trendy items.**	**products on sale are not clearly marked or placed where I can easily see them.**	**promotional strategies don't match my shopping behavior and store layout hides the best deals.**	**disappointed and discouraged**, often leaving the store without buying anything.