**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date | 26-08-25 |
| Team ID | LTVIP2025TMID60976 |
| Project Name | **Resolve Now: Your Platform for Online Complaints** |
| Maximum Marks | 2 Marks |

**✅ Customer Problem Statement Template – *Resolve Now* Edition**

| **Problem Statement (PS)** | **I am (Customer)** | **I'm trying to...** | **But...** | **Because...** | **Which makes me feel...** |
| --- | --- | --- | --- | --- | --- |
| **PS-1** | **a consumer who received poor service from a business** | **file a formal complaint easily** | **the process is confusing and time-consuming** | **there’s no centralized, trusted platform** | **frustrated, powerless** |
| **PS-2** | **a small business owner facing false accusations** | **defend myself fairly** | **I can’t respond directly or prove my side** | **most platforms only allow one-way complaints** | **anxious and unfairly judged** |
| **PS-3** | **a support agent managing complaint resolution** | **close cases quickly and fairly** | **I don’t have enough context or tools** | **the platform lacks messaging and escalation options** | **overwhelmed and inefficient** |
| **PS-4** | **a first-time user with a legal issue** | **report a company anonymously** | **the site forces me to disclose identity upfront** | **I'm afraid of retaliation or backlash** | **unsafe and exposed** |
| **PS-5** | **an admin/moderator** | **manage rising complaint volume** | **the system doesn’t flag spam or duplicates** | **everything has to be reviewed manually** | **overworked and concerned about burnout** |

**🔍 How to Use This Template in Your Project:**

* **Design user-centric features: complaint templates, anonymous filing, real-time chat, case history.**
* **Prioritize high-emotion problems (e.g., powerlessness, exposure) in early development sprints.**
* **Empathize during UX design and content writing: tone, clarity, guidance.**
* **Test solutions with users matching each persona above.**

**🛠️ Want to Use It Live?**

**I can generate this in:**

* **🟦 Miro board**
* **🟨 Google Docs / Sheets**
* **🟩 Notion**
* **⬛ Figma jam board**

**Let me know your tool of choice, and I’ll prep a shareable version.**