# Ideation Phase

Define the problem statements

|  |  |
| --- | --- |
| NM ID | 76860632B2D43EFBE814FEC16F13E5E4 |
| Project name | How To Add Google Analytics To A Website |

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.

# Definition of problem diagram

# Customer Problem Statement (1).jpg

Reference link :<https://miro.com/app/board/uXjVNTgThng=/>

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| --- | --- | --- | --- | --- | --- |
| Problem statement | I am | I’m trying  to | But | Because | Which  make me feel |
| PS | a website owner | add Google Analytics to my website | I am facing difficulties in the process | I'm not familiar with the necessary steps | frustrated and unsure about tracking my website's performance. |