Ideation Phase
Define the Problem Statements

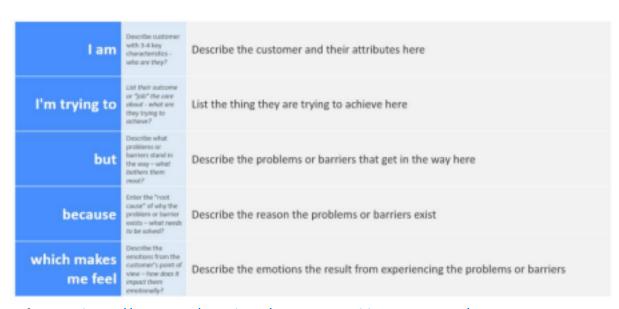| Date	19 September 2022
Team ID	PNT2022TMID53843
Project Name	DATA ANALYTICS FOR DHL LOGISTICS FACILITIES
Maximum Marks	2 Marks

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.

When you're aware of a problem. If you know that your customers have a problem, you can use the statement to better understand it. As a result, you can tweak your product or service to address this problem and provide customers with a better experience.

When you want to improve your product or service. Using a problem statement is a great way to identify how to improve. You'll get a deeper understanding of what your customers want, and you'll make sure that any changes you make provide them with something they want.

When you're entering a new marketplace with a new product or service. To make sure you fully understand your buyers and what they want from your product, use a customer problem statement. You'll be able to anticipate their problems before you launch and make any amendments to your product ahead of time.

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 problems 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:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	y				
PS-2	y				

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It's important to validate your customer's problems by running user research. This template is a way of crafting your problem statement, not analyzing your customer profile or needs.

A strong customer problem statement should provide a detailed description of your customer's current situation. Consider how they feel, the financial and emotional impact of their current situation, and any other important details about their thoughts or feelings.

Creating a customer problem statement is easy with Miro. Using our collaborative online whiteboard, you can create an online problem statement that's easy to follow and shareable with your team. All you have to do is sign up for free, select this template, and follow these steps to fill in your template.

"Customers find it cumbersome to carry their textbooks around and risk forgetting textbooks when they need to bring them to class. This makes them feel ill-prepared for their lesson"

"Customers need this product because it would allow them to access their textbooks on their phone."

The five elements of a problem statement are: "I am," "I'm trying to," "But," "Because," and "Which makes me feel." Following these directions, you can find out what problem your customer is facing and how they feel about it. As a result, you can figure out how best to solve their problem with your product.