

Ideation Phase

Define the Problem Statements

Date	February 18, 2026
Team ID	LTVIP2026TMIDS80425
Project Name	Smart Bridge – Intelligent SQL Querying
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/>

Problem Statement	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A business analyst at a retail company	retrieve monthly sales data from the company database	I don't know SQL syntax and the database structure is complex	I was never trained in database querying and the documentation is outdated	frustrated and dependent on the IT team for every data request
PS-2	A small business owner	understand my inventory trends by querying the database	I cannot write SQL queries and hiring a developer is expensive	I have no technical background and my budget is limited	helpless and unable to make timely data-driven decisions
PS-3	A data science student	practice SQL queries on real-world datasets	I often make syntax errors and waste time debugging	SQL syntax is strict and error messages are not beginner-friendly	discouraged and overwhelmed during learning

Problem Statement	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-4	A project manager	get quick insights from our project tracking database	I have to wait for the developer team to write and run queries for me	the development team is always busy with feature work	blocked, unproductive, and unable to make quick decisions