**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 15 June 2024 |
| Team ID | SWTID1720278137 |
| Project Name | Project - Online Learning Platform |
| Maximum Marks | 3 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.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | Customer | Buy an online course | The website has complex structure | Other websites do not have easier navigation and have which does not makes them user friendly and they even lack intuitive designs | Disappointed |
| PS-2 | User | Sign Up/Login | The application consumes a lot of time | Other websites may load slowly due to heavy traffic, server issues, or inadequate infrastructure. | Unsatisfied |