

## Ideation Phase

### Define the Problem Statements

Date	22 June 2024
Team ID	SWTID1720166168
Project Name	Journify
Maximum Marks	3 Marks

#### Customer Problem Statement Template:

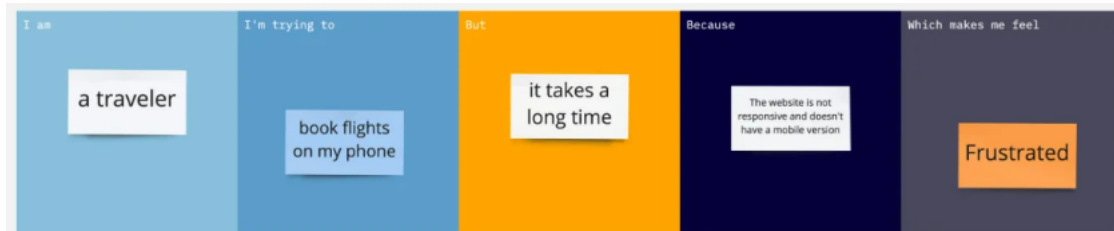
Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

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.

<b>I am</b>	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	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	a backpacker	trying to plan a multi-city adventure trip,	most booking platforms make it difficult to find flights with layovers or stopovers for different destinations. I have to book separate tickets and manage them individually,	there's no easy way to search for multi-city itineraries in one go. pen_spark	about keeping track of all my bookings.
PS-2	budget-conscious traveler	find the best deal on my flight	hidden fees and extra charges for baggage, seat selection, etc., pop up at the last minute. I want a clear breakdown of the final price upfront	surprise charges make it difficult to plan my travel budget accurately	frustrated with the booking process.