

Ideation Phase

Define the Problem Statements

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| Date | June 2025 |
| Team ID | LTVIP2025TMID50765 |
| Project Name | ResolveNow: Your Platform for Online Complaints |
| 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 Statements Table:

| Problem Statement (PS) | I am (Customer) | I'm trying to | But | Because | Which makes me feel |
|------------------------|---------------------------------|---|-------------------------------------|--|--------------------------|
| PS-1 | A frustrated citizen | Lodge a complaint to the right department | I don't know whom to approach | There is no centralized platform | Ignored and helpless |
| PS-2 | A daily user of public services | Track the status of my complaint | I receive no update | The current system lacks transparency | Unimportant and unheard |
| PS-3 | A person seeking accountability | Resolve my complaint quickly | My issue is delayed without updates | Complaints are not efficiently routed or monitored | Dissatisfied and anxious |