

IdeationPhase

DefinetheProblemStatements

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TeamID	LTVIP2025TMID55815
ProjectName	FlightFinder
MaximumMarks	2 Marks

CustomerProblemStatementTemplate:

Create a problem statement to understand your customer's point of view. The Customer ProblemStatementtemplatehelpsyoufocusonwhatmatterstocreateexperiencespeoplewill love.

A well-articulated customer problem statement allows you and your team to find the ideal solutionforthechallengesyourcustomersface.Throughouttheprocess, you'llalsobeableto empathize with your customers, which helps you better understand how they perceive your product or service.

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 problem 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:

I am a traveler	I'm trying to book flights on my phone	But it takes a long time	Because The website is not responsive and doesn't have a mobile version	Which makes me feel Frustrated
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Problem Statement(PS)	I am (Customer)	I'mtrying to	But	Because	Whichmakesmefeel
PS-1					
PS-2					