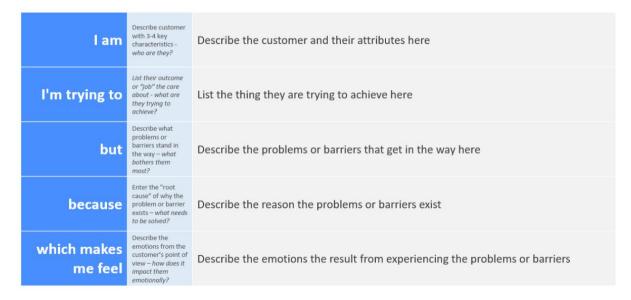
## Ideation Phase Define the Problem Statements

Date	26 <sup>th</sup> June 2025		
Team ID	LTVIP2025TMID53930		
Project Name	BookNest		
Maximum Marks	2 Marks		

## **Customer Problem Statement Template:**

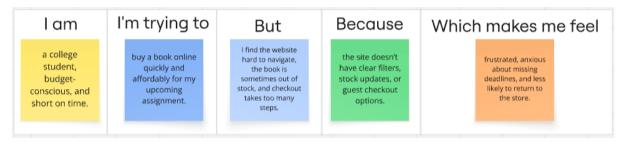
Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

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/

## **Example:**



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	an avid reader who loves exploring new books	find book recommend ations that match my reading preferences	most platforms show generic or popular suggestions	they don't personalize based on my reading history or interests	overlooked and disconnected from the experience
PS-2	a student looking for affordable access to books for my coursework and leisure	borrow or buy books without breaking my budget	local libraries don't always have what I need, and new books are expensive	there's no centralized place where I can find affordable options or shared resources	stressed and limited in my reading choice