**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date | 15 JUNE 2025 |
| Team ID | LTVIP2025TMID46320 |
| Project Name | DOC SPOT |
| 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.

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 | |  | | --- | |  |   a working  professional  with a tight  schedule | book a doctor’s appointment quickly without phone calls or long wait times | most clinics don’t have real-time booking systems or clear availability info | their systems are outdated or fragmented | frustrated and anxious about my health getting worse while waiting. |
| PS-2 | |  | | --- | |  |  |  | | --- | | a general |   Physician running a small clinic | manage patient bookings efficiently and reduce no-shows. | my current tools are manual or not tailored to healthcare workflows | I can’t afford or understand complex clinic management systems. | stressed and underpaid despite my busy schedule. |