**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 6th April 2025 |
| Team ID | SWTID1742986012 |
| Project Name | Survey Form |
| 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

**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 | **I am** a small business owner who wants to collect feedback from my customers. | create and share surveys easily with a professional look.. | most tools I found are either too complex or expensive for my needs | I don’t have technical skills and I just want something simple and effective. | overwhelmed and discouraged from seeking customer feedback. |
| PS-2 | **I am** a customer who was asked to fill a survey form by a service provider. | submit my response quickly and easily. | the survey form is slow to load and not mobile-friendly. | the platform isn't optimized for all devices or user experiences. | frustrated and less willing to provide honest feedback. |