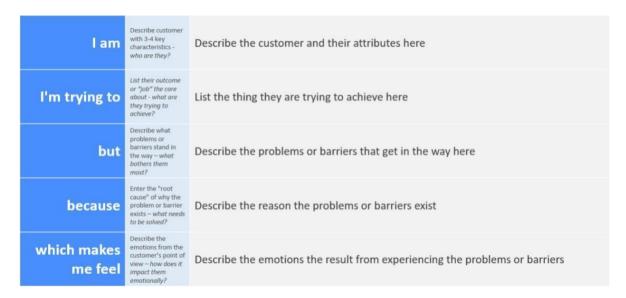
## Ideation Phase Define the Problem Statements

## **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 (Clients)	I'm trying to	But	Because	Which makes me feel
PS-1	Government corporations	Segregate the renewable waste from Non- renewable waste	It takes long duration	We don't have any proper system to implement	Dissatisfied
PS-2	Public people	Make a clean and hygienic environment.	Lack of Alertness	The public waste bins are filling up faster than ever and inevitably many of the bins end up overflowing before collected	Displeased