

PREPARED SOLUTION FIT

Problem solution 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.

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	producer	Increase my revenue	Customer demand is low	The product availability is less	Depressed
PS-2	Customer	Buy some products	The product are not available	Of more demand for the product in market	Frustrated