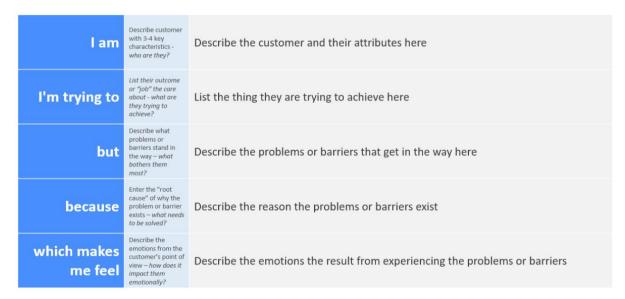
## Ideation Phase Define the Problem Statements

## **Customer Problem Statement Template:**

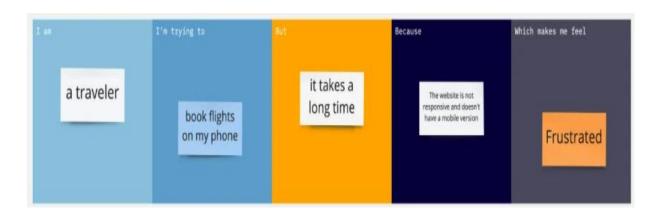
Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

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	I am	I'm trying to	But	Because	Which makes me feel
Statement (PS)	(Customer)				
PS-1	Farmers	Cultivate healthy crops	It is not possible	It is affected by disease and insufficient fertilizer	Frustrated and Economically weak
PS-2	Local people	Buy healthy and organic vegetables at low cost	The price of food products are high and the quality is low	Crops are affected by disease	Frustrated