

Ideation Phase

Define the Problem Statements

Date	24 September 2022
Team ID	PNT2022TMID19417
Project Name	Project – PLASMA DONOR APPLICATION
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.

Example:

PROBLEM STATEMENT



miro

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A patient in need of plasma.	Reach the plasma donors who might save my life.	I am unable to reach the donors as I am unaware of them.	It takes long time to find the details of donors manually.	So annoyed and risk in saving my life and lost hope.