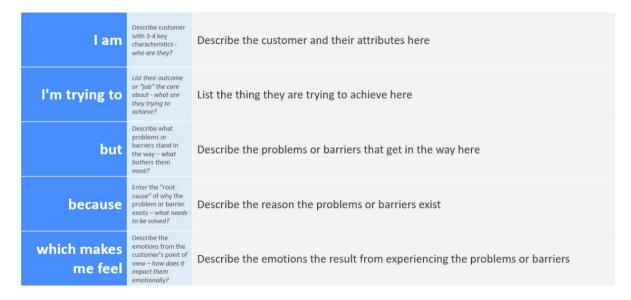
## Ideation Phase Define the Problem Statements

Date	19 September 2022		
Team ID	PNT2022TMID15298		
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.



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	A plasma	Register	My data's	The	Feel bad
	donor	myself	are not	application	
			fetched	not working	
			properly	properly	
PS-2	Plasma	To get	Proper	There is no	Hard
	receiver	plasma	donor is	awareness	
			not	among the	
			available	people	