**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date | 19 September 2022 |
| Team ID | PNT2022TMID32910 |
| Project Name | Project – News Tracker 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.

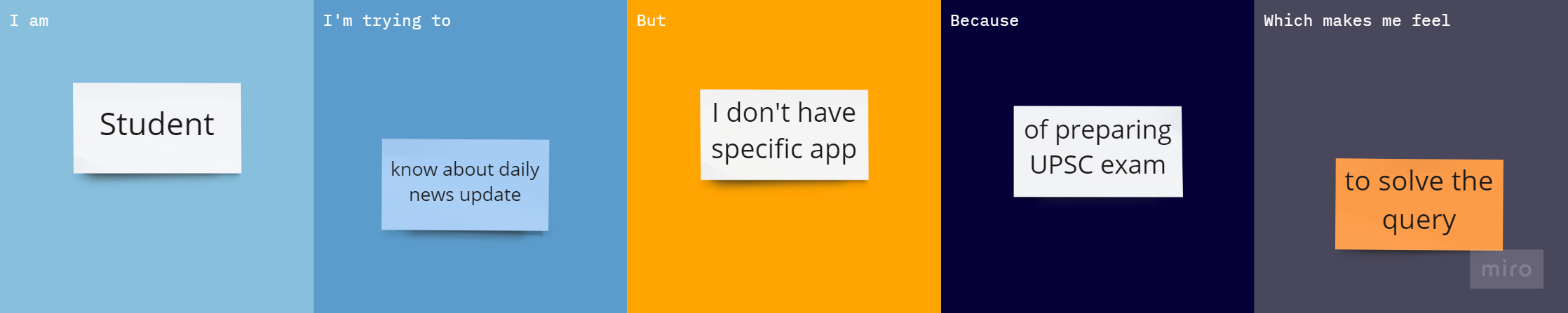
A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you’ll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

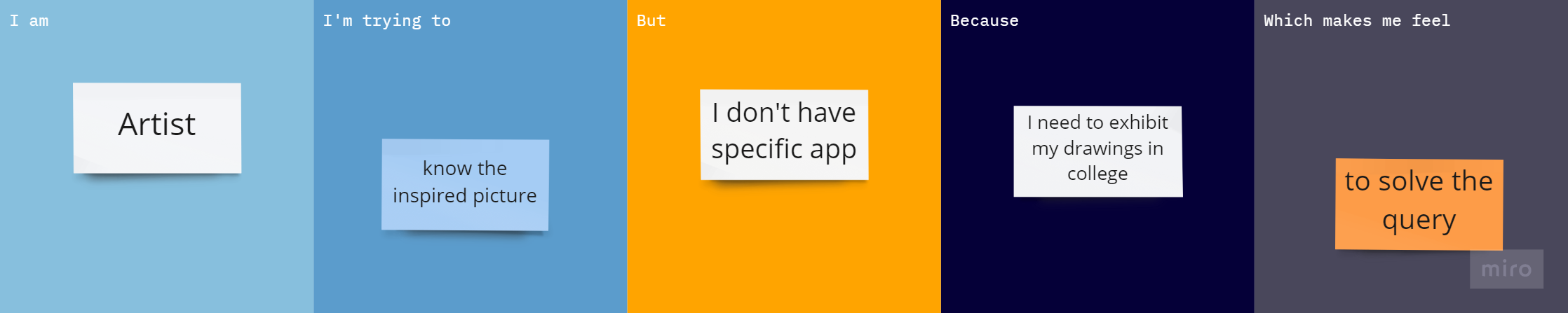
Graphical user interface, text, application, email

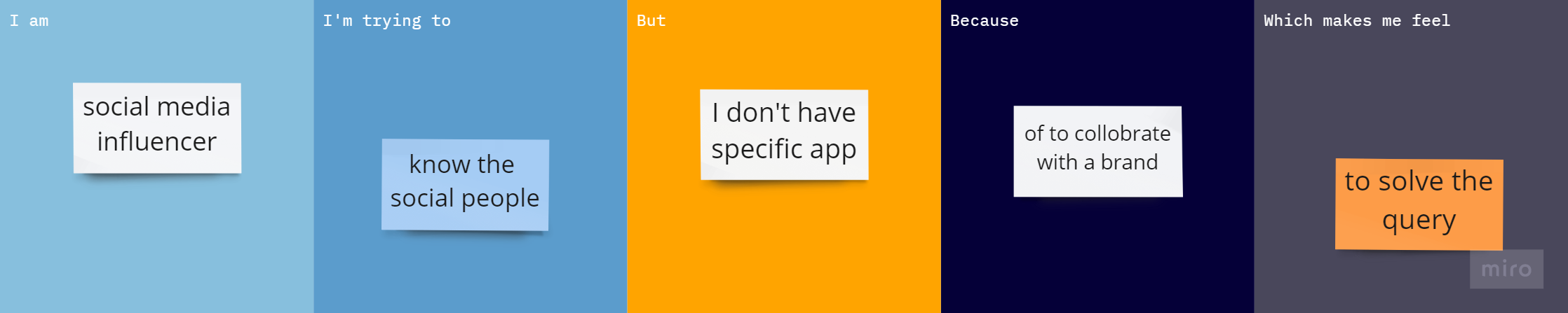
Description automatically generated

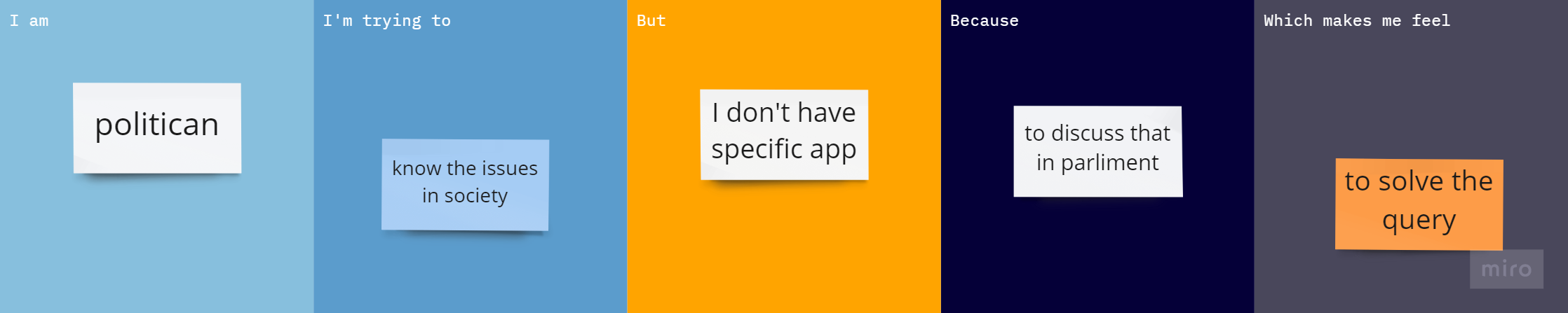
Reference: <https://miro.com/templates/customer-problem-statement/>

**Example:**









|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | artist | Know the inspired picture | I don’t have app | I need to exhibit my drawing in college | To solve the query |
| PS-2 | politician | Know the issues in society | I don’t have app | To discuss that in parliment | To solve the query |