**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 5th September 2022 |
| Team ID | **PNT2022TMID51943** |
| 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.

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 | Patient | To get plasma | It takes much time and hard to find | Finding Plasma donor is not easy | Frustrated |
| PS-2 | Donor | To donate the plasma | It takes much time and hard to find | Finding the required blood group recipient is difficult | Irritated |