**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 22 September 2022 |
| Team ID | PNT2022TMID32997 |
| Project Name | Project –Plasma Donor |
| 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.

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| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | The patient | Get the blood from the blood bank or donor | I am unable to get at the proper time since I am a person with rare blood group | Of the unavailability of blood donor | Helpless |
| PS-2 | The donor | Donate the blood to the patient | I am unable to find the recipient with the exact blood group as mine | I am unaware of the patient’s details | Guilty |

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.



