

# PROBLEM STATEMENT

## Customer Problem Statement

A **Customer Problem Statement** is a detailed description of an issue that needs to be addressed. This document thoroughly elaborates on the problem that your product or your service solves for your particular customers. It takes into consideration your **customer's unique pain points** and how your product goals about solving their situation. A customer problem statement helps you and your team understand the **detailed experience you are attempting to transform by analyzing and empathizing** with your customers.

The statement also helps to ensure teams are focusing on the right thing during the innovation or the development process, by analyzing the problem and coming up with ways to solve them before the product is fully built.

## The Importance of a Customer Problem Statement

The **customer problem statement** is a critical component of a project. It benefits everyone involved with the project because it helps people understand why they're working on the project, providing clarity on the reasons behind the product or service. Team members will consider how your customers will be impacted by your project, **what their thoughts and needs are**, and thus come up with truly effective and valuable ways to improve their experience.

A well-rounded customer problem statement will have a big impact on how successful your final product is. This document helps your team define the problem and guide them during the product development process.