

Ideation Phase

Define the Problem Statements

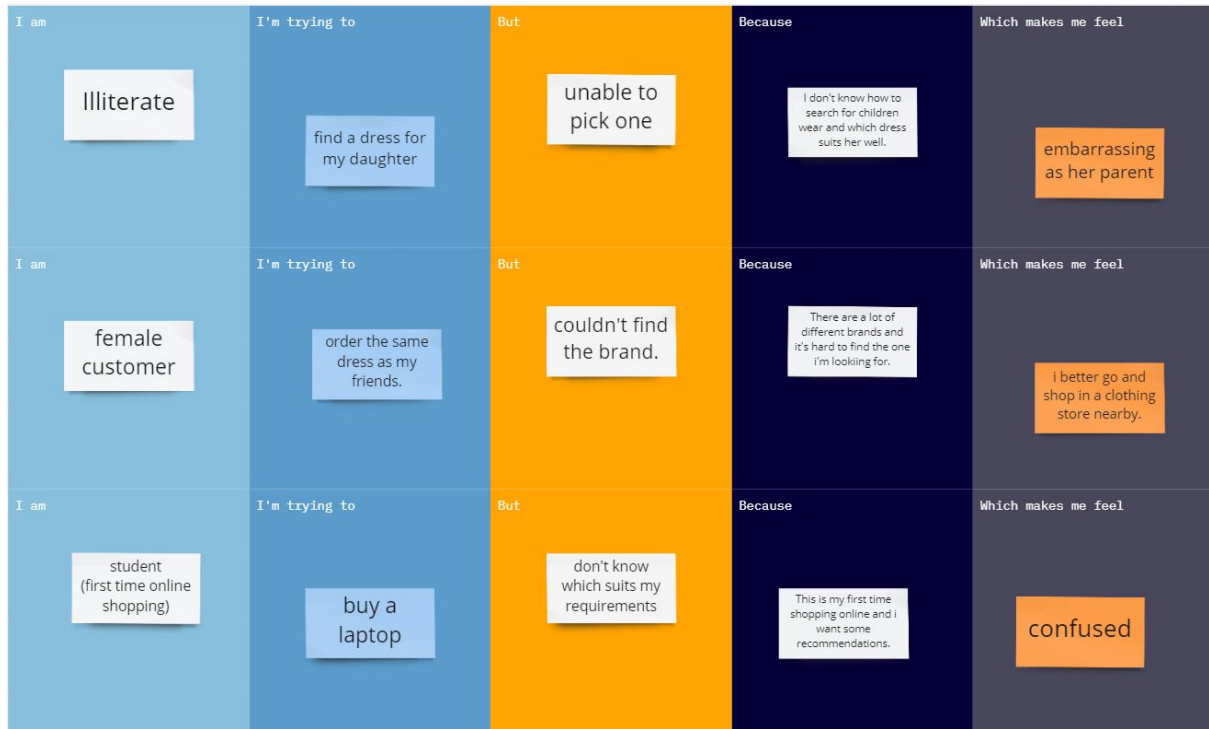
Date	19 September 2022
Team ID	PNT2022TMIDxxxxxx
Project Name	Project - xxx
Maximum Marks	2 Marks

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.

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Illiterate	find a dress for my daughter	unable to pick one	I don't know how to search for children wear and which dress suits her well.	embarrassing as her parent
PS-2	female customer	order the same dress as my friends.	couldn't find the brand.	There are a lot of different brands and it's hard to find the one i'm looking for.	i better go and shop in a clothing store nearby.
PS-3	student	buy a laptop	don't know which suits my requirements	This is my first time shopping online and i want some recommendations.	confused