

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.

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a fitness enthusiasts	Eat healthy diet	I can't	There is a no proper app for nutrition prediction	frustrated
PS-2	a fatty person	Loss my wait	I can't	There is no diet plan to me	Bad about me