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

1. I am.	**Anything that identifies your customer and what problem they might face**
2.iam typing To…	This is where you place your customer's action.
3. But…	**Now you need to think about what's stopping your customers from achieving their**
4.because	This is the root cause of their problem.
5.which make Me feel	As a result of all the previous points, your customer feels a certain way.