# Customer Problem Statement Template

| I am | I'm trying to | But | Because | Which makes me feel |
|---|---|---|---|---|
| Social media Influencer | Reach people through content | Only through online | Unable to meet all to deliver my resource | Unsecure with my data's |
| Frequent online shopper | Perform online transction | Payment portal doesn't feel safe | They may steal my data | Insecure |
| An e-commerce webservice provider | Provide a secure shoping portal | User hesitate to use it | User may think it would be fake | Frightened |
| E-finance invenstor | Invest on multiple stocks and funds | Don't know which websites are safe to use | Scare of illegal websites and payment | Frustrated |

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