Ideation Phase
Define the Problem Statements

Date	18 October 2023
Team ID	NM2023TMID04489
Project Name	How to Create Brand Name, Brand Mail and Brand Logo in Canva

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

I am	I'm trying to	But	Because	Which makes me feel
small business owner or Entrepreneur	To create or design a Brand Name and Brand logo	To develop a distinctive brand identity that aligns with my vision and business values."	An efficient and affordable solution to create a unique logo and brand name for my company.	to create a compelling logo and brand name that truly represents my business and resonates with my target audience.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	As a small business owner or Entrepreneur	To create or design a Brand Name and Brand logo	To develop a distinctive brand identity that aligns with my vision and business values."	An efficient and affordable solution to create a unique logo and brand name for my company.	frustrated and overwhelmed with the branding process, as I lack the design skills and guidance needed to create a compelling logo and brand name that truly represents my business and resonates with my target audience.