Ideation Phase Define the Problem Statements

Date	6 th July, 2024
Team ID	SWTID1720126010
Project Name	SBFoods – Food Delivery
Maximum Marks	3 Marks

Customer Problem Statement Template:

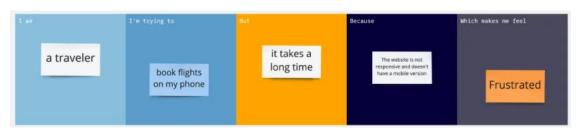
Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

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.

l 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 the customer's point of view – how does it impact them emotionally?		Describe the emotions the result from experiencing the problems or barriers		

Reference: https://miro.com/templates/customer-problem-statement/

Example:



Problem	I am	I'm trying to	But	Because	Which makes me feel
Statement (PS)	(Customer)				
PS-1	a busy	quickly order a	the food	the app	frustrated and worried
	professional	healthy dinner	delivery	prioritizes	about my health
			app has	popular fast-	

	who often	after a long	limited	food	
	works late	day	healthy	restaurants	
			options	over healthier	
			and takes	choices and	
			a long	has inefficient	
			time to	delivery	
			deliver	routes	
PS-2	a parent with	find affordable	the app	the app	overwhelmed and
	young	family meals	has	doesn't offer	stressed about the cost
	children	that my kids	confusing	clear family	and effort of ordering
		will enjoy	menus and	meal deals or	food
			high prices	discounts,	
			for kid-	and the	
			friendly	descriptions	
			meals	are not kid-	
				friendly	