

Ideation Phase

Define the Problem Statements

Project Name	Create a Google My Business profile
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Customer Problem Statement Template :

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
Google profile accounts lack streamlined customization options, leading to fragmented user experiences across Google services. Enhancing profile personalization and integration is crucial for improved user engagement and satisfaction.	As a Google profile account user, I struggle with limited customization options and inconsistent experiences across services. Improving profile personalization and integration is vital for a better user experience.	attempting to set up a Google Business account to establish a professional online presence. Streamlining this process will help me effectively manage my business's digital identity and visibility	I am currently in the process of creating a Google Business account to enhance my online presence and leverage Google's tools for business growth and visibility.	I am creating a Google Business account to promote my business online, utilize Google's tools, and enhance my digital presence. This account will support my company's growth.	Creating a Google Business account makes me feel empowered to expand my business online, connecting with customers and unlocking opportunities for growth and success.