

## Ideation Phase

### Define the Problem Statements

Date	19 September 2023
Team ID	NM2023TMID04324
Project Name	How to create brand name, brand mail and brand logo in canva.
Maximum Marks	2 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.

<b>I am</b>	<small>Describe customer with 3-4 key characteristics - who are they?</small>	Describe the customer and their attributes here
<b>I'm trying to</b>	<small>List their outcome or "job" the care about - what are they trying to achieve?</small>	List the thing they are trying to achieve here
<b>but</b>	<small>Describe what problems or barriers stand in the way - what bothers them most?</small>	Describe the problems or barriers that get in the way here
<b>because</b>	<small>Enter the "root cause" of why the problem or barrier exists - what needs to be solved?</small>	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	<small>Describe the emotions from the customer's point of view - how does it impact them emotionally?</small>	Describe the emotions the result from experiencing the problems or barriers

Reference: [https://miro.com/app/board/uXjVNSvDwtU=/?share\\_link\\_id=696387786313](https://miro.com/app/board/uXjVNSvDwtU=/?share_link_id=696387786313)

#### Example:

I am	I'm trying to	But	Because	Which makes me feel
a cosmetics entrepreneur	establish a memorable brand name and logo,	budget constraints and design expertise limitations hinder me.	of this, I feel frustrated and concerned about my brand's competitiveness.	Frustrated

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
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PS-1	a cosmetics entrepreneur	establish a memorable brand name and logo,	budget constraints and design expertise limitations hinder me.	of this, I feel frustrated and concerned about my brand's competitiveness,	Frustrated
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