

## **Ideation Phase**

### **Define the problem statements**

Date	03 NOVEMBER 2023
Team ID	NM2023TMID09230
Project Name	Building A Website Using 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.

#### **Example:**



PROBLEM STATEMENT (PS)	I AM	I AM TRYING TO	BUT	BECAUSE	WHICH MAKES ME FEEL
<b>PS-1</b>	a Canva website creator	meet tight deadlines for my clients	I often struggle with time-consuming design revisions.	the design process can be time-intensive.	pressured to deliver quality work quickly
<b>PS-2</b>	a Canva website creator	create websites that cater to diverse audiences.	I face challenges in making designs accessible to everyone.	accessibility guidelines and inclusive design can be complex.	the need to ensure my websites are truly inclusive.
<b>PS-3</b>	a Canva website creator	make websites that load quickly and run smoothly.	I encounter issues with optimizing site performance.	balancing aesthetics with fast loading can be tricky.	the need to enhance website speed without compromising on design.
<b>PS-4</b>	a Canva website creator	design websites that engage and retain visitors.	I often struggle with reducing high bounce rates.	capturing and maintaining user interest can be challenging.	the need to improve visitor engagement strategies.
<b>PS-5</b>	a Canva website creator	create websites that align with my clients' branding.	I face challenges in translating their vision into a cohesive design.	achieving brand consistency across web elements can be complex.	the need to better understand and execute their branding requirements.