

## Ideation Phase

### Define the Problem Statements

Date	19 February 2026
Team ID	LTVIP2026TMIDS34956
Project Name	Gemini Historical Artifact Description App
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>	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	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

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

#### Example:

<b>I am</b> A history student	<b>I'm trying to</b> Write a detailed blog about historical artifacts	<b>But</b> I spend too much time researching and structuring content	<b>Because</b> Reliable information is scattered across multiple sources.	<b>Which makes me feel</b> Overwhelmed and stressed
<b>I am</b> A museum curator	<b>I'm trying to</b> Create engaging and accurate artifact descriptions for exhibitions	<b>But</b> Writing structured academic content takes significant time	<b>Because</b> Each artifact requires deep historical research and formatting.	<b>Which makes me feel</b> Pressured and time-constrained

<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	A history student	Write a detailed blog about historical artifacts	I spend too much time researching and structuring content	Reliable information is scattered across multiple sources	Overwhelmed and stressed
PS-2	A museum curator	Create engaging and accurate artifact descriptions for exhibitions	Writing structured academic content takes significant time	Each artifact requires deep historical research and formatting	Pressured and time-constrained