**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date | 16 April 2025 |
| Team ID | SWTID1744120590 |
| Project Name | SurveyForm |
| Maximum Marks | 2 Marks |

**Customer Problem Statement Template:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | a small business owner | collect feedback from my customers about their experience with our products and services. | I don’t have a simple, affordable, and professional tool to create and distribute surveys easily. | most tools are either too complex, expensive, or not customizable to suit my needs. | frustrated and disconnected from what my customers truly think. |
| PS-2 | a marketing manager in a mid-sized company. | analyze customer satisfaction data in real time to make informed decisions. | the current tools we use are fragmented and don’t offer integrated analytics dashboards. | they lack real-time reporting features and require exporting data to other tools. | inefficient and unable to act quickly on customer insights. |