Ideation Phase
Define the Problem Statements

Date	20 June 2025
Team ID	LTVIP2025TMID46195
Project Name	BookNest
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.

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

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A frequent reader	Find new book recommendations based on my interests	I Keep seeing the same suggestions	The recommendation system isn't personalized	Bored and unengaged
PS-2	A student looking for academic books	Search and filter books by subject and author	The filters don't work well on mobile	The interface is not optimized for small screens	Frustrated and discouraged