

Ideation Phase

Define the Problem Statements

Date	24 June 2025
Team ID	LTVIP2025TMID30177
Project Name	A CRM Application for Banquet Hall Booking
Maximum 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.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am a customer planning an event,	I'm trying to book a banquet hall along with all necessary services (catering, decoration, DJ, etc.),	But the current process is time-consuming and lacks transparency,	Because I have to manually contact multiple vendors and track everything on my own,	Which makes me feel stressed, unsure, and worried about the event day.
PS-2	I am a banquet hall manager,	I'm trying to manage bookings and client requests efficiently,	But overlapping bookings and lack of automation cause confusion,	Because everything is tracked manually or across multiple systems,	Which makes me feel overwhelmed and unable to provide the best customer experience.