

## Ideation Phase

### Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2026TMIDS24935
Project Name	ResolveNow: Your Platform For Online Complaints
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 - <i>who are they?</i>	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	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 - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

#### Example:

I am	I'm trying to	But	Because	Which makes me feel
a traveler	book flights on my phone	it takes a long time	The website is not responsive and doesn't have a mobile version	Frustrated

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A frustrated citizen or customer	Log a formal complaint and track its	I have no idea if my issue is	Current systems are	Ignored and anxious about the resolution.

	with a service issue.	progress in real-time.	being worked on or who is handling i	manual, slow, and lack transparent status updates	
PS-2	A busy support agent or department head.	Organize and resolve incoming complaints efficiently.	I am overwhelmed by manual paperwork and unorganized request lists	There is no centralized digital dashboard to assign and track tasks.	Stressed and unproductive due to the chaotic workflow.