Ideation Phase
Define the Problem Statements

Date	16 June 2025
Team ID	LTVIP2025TMID59712
Project Name	LearnHub: Your Center for Skill Enhancement
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 student to learn a course	learn a course and improve my skills	I can't find a good platform with clear content and progress tracking	most platforms are costly or not well organized	confused and less motivated
PS-2	an instructor wanting to teach a course	to create and manage my online courses	most platforms are hard to use or lack student engagement tools	it's not easy to track progress, upload lessons, or talk to students	discouraged and limited in teaching