

Ideation Phase

Define the Problem Statements

Date	15 JUNE 2025
Team ID	LTVIP2025TMID46139
Project Name	DOC SPOT
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.

I am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

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

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 working professional with a tight schedule	book a doctor's appointment quickly without phone calls or long wait times	most clinics don't have real-time booking systems or clear availability info	their systems are outdated or fragmented	frustrated and anxious about my health getting worse while waiting.
PS-2	a general Physician running a small clinic	manage patient bookings efficiently and reduce no-shows.	my current tools are manual or not tailored to healthcare workflows	I can't afford or understand complex clinic management systems.	stressed and underpaid despite my busy schedule.