

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

Customer Problem Statement

I am	I'm trying to	But	Because	Which makes me feel
a skincare-conscious customer	find products that match my skin type	the labels and product info are unclear	brands don't provide enough guidance or personalization	frustrated and unsure about what to buy

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a customer with dry skin	find hydrating products that prevent flakiness	most products don't last or worsen dryness	they lack proper moisturizing ingredients	disappointed and reluctant to try new items
PS-2	a customer with sensitive skin	find cosmetics that don't irritate my skin	many products cause redness or itching	brands don't clearly list potential irritants	worried and unsafe using new products