

Ideation Phase

Define the Problem Statements

Date	01 July 2024
Team ID	SWTID1720101616
Project Name	Project – Video Sharing App MERN
Maximum Marks	3 Marks

Customer Problem Statement Template:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Student	Find videos that are relevant to my studies and interests, created by peers who understand my perspective.	I struggle with finding student-created content among the vast amount of professional and commercial content on existing platforms.	Current platforms do not offer a specific category or community for student-created content.	Frustrated and discouraged from using these platforms for educational purposes.
PS-2	Business Man	reach more potential customers and increase brand visibility through video content.	I face challenges in effectively targeting the right audience and tracking the performance of my videos.	The platform lacks advanced analytics and audience segmentation tools.	Frustrated and concerned about the return on investment for my marketing efforts.
PS-3	Vlogger	To grow my channel, connect with my audience and reaches more viewers.	Discovering new trends and getting my videos noticed amidst the competition.	platform's recommendation system and discovery features are not optimized for my niche.	Discouraged and unsure about how to effectively grow my channel and engage with my audience.