Ideation Phase
Define the Problem Statements
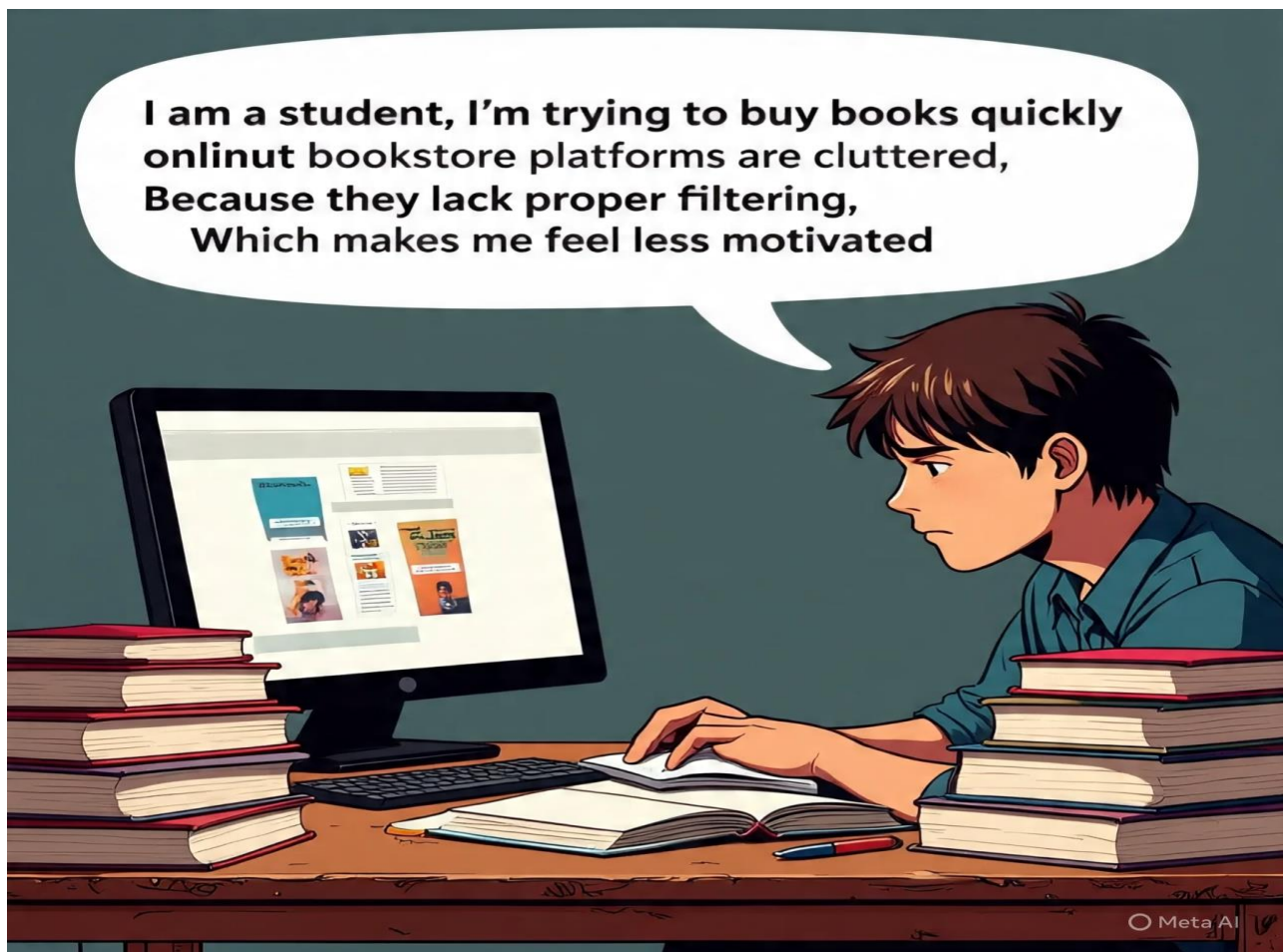
Date	16 June 2025
Team ID	LTVIP2025TMID55634
Project Name	Booknest: Where Stories Nestle
Maximum Marks	2 Marks

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.

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A busy student who loves reading	Find and buy books quickly online	Most bookstore platforms are cluttered and time-consuming	They lack proper filtering, personalization, and smooth UX	Frustrated and overwhelmed
PS-2	An admin managing book inventory	Keep the online store updated with books, prices, and orders	Manual updates take time and often cause errors	There's no efficient dashboard or automation	Drained and less motivated to maintain the site