

Ideation Phase

Define the Problem Statements

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Team ID	LTVIP2025TMID31339
Project Name	CRM Application for Jewel Management - (Developer)

Customer Problem Statement :

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.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1					
PS-2					

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

Example:

I am a traveler	I'm trying to book flights on my phone	But it takes a long time	Because The website is not responsive and doesn't have a mobile version	Which makes me feel Frustrated
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Understanding the Diagrams and Their Relevance:

The diagrams above visually represent the structure and intent behind defining a customercentric problem statement. They act as foundational tools that help teams approach product development with empathy and clarity. Here's how each element contributes to the ideation process:

- "I am (Customer)": This portion helps the team focus on the primary user or persona, ensuring that all further design thinking revolves around the right stakeholder.
- "I'm trying to": Clearly articulates the task the customer is attempting to perform. It helps uncover what the customer is aiming to achieve.
- "But": This phrase highlights the barrier or friction the customer is experiencing. Identifying this reveals the core problem or opportunity area.
- "Because": Offers a reason or explanation behind the barrier, helping to contextualize the customer's struggle in a more meaningful way.
- "Which makes me feel": Captures the emotional response caused by the problem. This is essential to ensure your solution does not just solve the task but also improves customer satisfaction.

These elements, when combined, form a powerful and concise Customer Problem Statement. By grounding our ideation in authentic customer experiences, we ensure the solutions we design are meaningful, relevant, and truly address user needs. This alignment between problem understanding and solution creation is the key to successful product or service innovation.