**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date | 08 July 2024 |
| Team ID | SWTID1720068764 |
| Project Name | Book-Store |
| Maximum Marks | 3 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 your customers' challenges. 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.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | A mother | Purchase story books for my kids to increase listening and reading skills | I cannot travel to the bookstore due to distance and not having a proper mode of transport | The bookstore does not offer online purchasing or delivery services | Frustrated and Helpless |
| PS-2 | College student majoring in **History** | Find a specific history book required for my research paper | The bookstore I have access to does not stock this particular book | The book is a specialized historical text not commonly carried by general bookstores | Disappointed and stressed |
| PS-3 | **A tourist** | Search all the places located in the city | I am not able to get the list of all places located in the city book | It is not present in the city bookstore | Depressed and helpless |