

Ideation Phase
Define the Problem Statements

Date	26 May 2023
NM/Team ID	5524E12E0263960BCCC414662E21FC25
Project Name	Project - Creating an Sponsored Post for Instagram
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.

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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.

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

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

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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Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Entrepreneur (start up)	Start a Company	I don't know about how to start	I don't know where to see the vacancies in startup	Frustrated
PS-2	Entrepreneur (start up)	Get a good sales	I don't know how to improve Company sales	I don't know which website to refer	Feared
PS-3	Experienced	Get a proper profit for my product	I don't know how to approach my goal	I don't know which is trustable way	Anxious
PS-4	Experienced	Get a job for my experience	I don't know how to find the suitable companies	I don't know which is trustable website	Feared
PS-5	Manager	Get a dream improve product sales	I don't know how to promote	I don't know what are the required skills	Feared, Anxious and Frustrated

