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

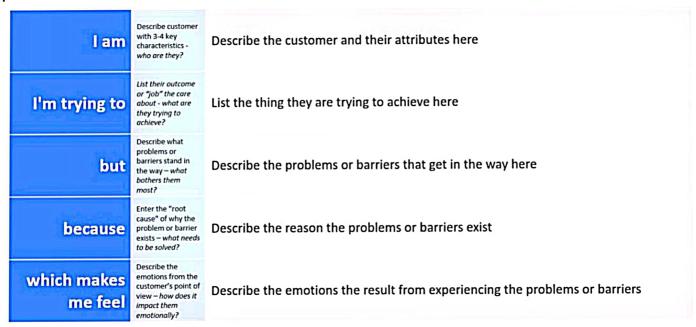
Customer Problem Statement Template:

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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.



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

Example:



Example:

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

