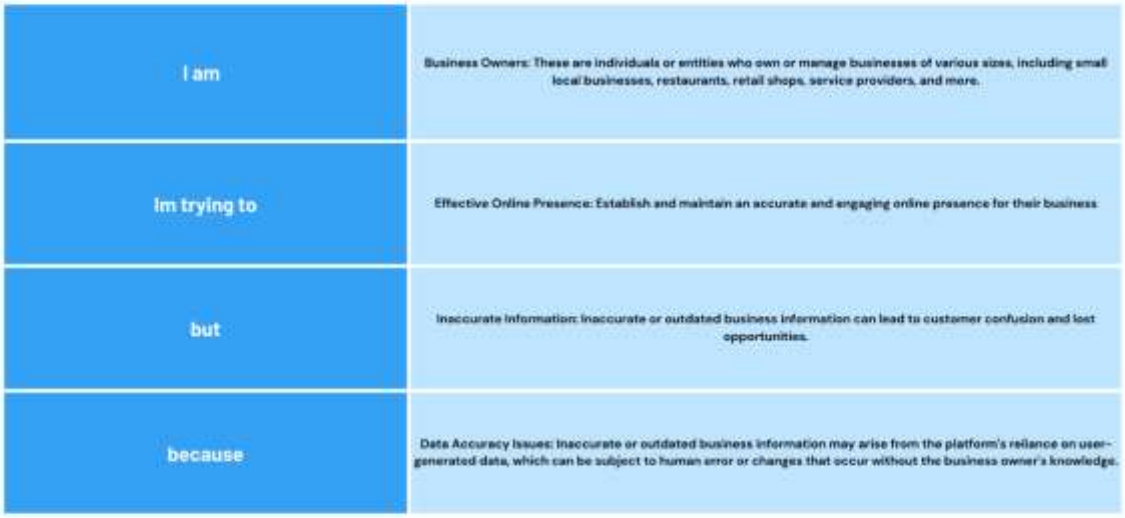
Ideation Phase
Define the Problem Statements

Date	18 October 2023
Team ID	NM2023TMID04550
Project Name	Google Business Profile

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.



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Business owner	Manage and optimize Google Business Profile	Facing challenges due to inaccurate information and a lack of user-friendly tools and guidance	These challenges result in frustration and concerns about the online representation of the business.	Frustrated and concerned