

## 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.

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

---

### Problem Statement (PS-1)

- **I am** a patient.
  - **I'm trying to** book an appointment with a doctor without long waiting times or confusion.
  - **But** I often don't know the doctor's availability and must wait in queues or make repeated calls.
  - **Because** there is no centralized platform showing real-time availability.
  - **Which makes me feel** frustrated, anxious, and discouraged from seeking timely care.
- 

### Problem Statement (PS-2)

- **I am** a clinic receptionist.
- **I'm trying to** manage doctor appointments and walk-ins efficiently.
- **But** I receive too many calls and double bookings, and it's hard to keep track of changes.
- **Because** we don't have a digital appointment management system.
- **Which makes me feel** overwhelmed, stressed, and prone to making errors.