

## Ideation Phase

### Define the Problem Statements

Date	16 th June 2025
Team ID	LTVIP2025TMID55365
Project Name	BookNest
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.

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.

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

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

#### Example:

<b>I am</b> a college student, budget-conscious, and short on time.	<b>I'm trying to</b> buy a book online quickly and affordably for my upcoming assignment.	<b>But</b> I find the website hard to navigate, the book is sometimes out of stock, and checkout takes too many steps.	<b>Because</b> the site doesn't have clear filters, stock updates, or guest checkout options.	<b>Which makes me feel</b> frustrated, anxious about missing deadlines, and less likely to return to the store.
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<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	a college student, budget-conscious, and short on time	buy a book online quickly and affordably for my upcoming assignment	I find the website hard to navigate, books are out of stock, and checkout takes too many steps	the platform lacks user-friendly filters, real-time stock visibility, and guest checkout options	frustrated, anxious about missing deadlines, and less likely to return or recommend the site
PS-2	a time-sensitive student looking for a fast and reliable book purchase experience	find and order the right book in a few clicks to meet a submission deadline	the site experience is cluttered, slow, and doesn't offer quick checkout or stock indicators	there's no smart search, stock update, or simplified buying flow for urgent needs	disappointed, anxious, and likely to look for other websites with a better UX