

Ideation Phase

Define the Problem Statements

Date	04 May 2023
Team ID	NM2023TMID11499
Project Name	Dissecting the Digital Landscape : A Comprehensive Analysis of Social Media
Maximum Marks	

Customer Problem Statement Template:

Social media has become an essential part of our daily lives, and it has significantly impacted the way we communicate, share information, and consume content. However, despite its widespread adoption, there is still a lack of comprehensive understanding of the digital landscape and its impact on individuals, organizations, and society as a whole.

Many businesses struggle to develop effective social media strategies and fail to leverage its full potential. Therefore, there is a need for a comprehensive analysis of the social media landscape to better understand its opportunities and challenges and guide businesses in developing effective social media strategies.

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

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Busy professional	Manage work-life balance by staying healthy and fit	Struggle to find time and motivation to exercise regularly	Busy schedule and lack of motivation	Stressed, tired, and unhappy with body
PS-2	Student	Improve learning and academic performance	Difficulty in concentrating and staying focused while studying	Affects ability to retain information and perform well in exams	Anxious, overwhelmed, and frustrated with self