

Ideation Phase

Define the Problem Statements

Date	18 Jan 2026
Team ID	LTVIP2026TMIDS25025
Project Name	Plugging into the Future: An exploration of electricity
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.

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS1	Government energy planner	Analyse and manage electricity consumption effectively	The data is complex and not clearly visualized	Information is scattered and difficult to interpret	Overwhelmed, Uncertain
PS2	State electricity board officer	Monitor electricity demand and plan resource allocation	I cannot easily identify trends and peak usage	The data lacks proper analysis and comparison tools	Stressed, Concerned