

Ideation Phase

Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2025TMID53135
Project Name	<i>LearnHub: Your Center for Skill Enhancement</i>
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.

I am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	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:

I am a traveler	I'm trying to book flights on my phone	But it takes a long time	Because The website is not responsive and doesn't have a mobile version	Which makes me feel Frustrated
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am a student who wants	I'm trying to find affordable,	But most learning platforms	Because I have limited income and	Which makes me feel frustrated and worried

	to improve my skills and career opportunities.	flexible, and beginner-friendly online courses.	are either expensive, complicated, or lack personalized support.	a busy college schedule.	about my future career growth.
PS-2	I am a teacher who wants to share my knowledge with students globally.	I'm trying to create and manage online courses.	But I don't have technical skills or time to manage complex tools.	Because existing platforms are not teacher-friendly or require technical setup.	Which makes me feel discouraged and limited in helping learners.