**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID53135 |
| Project Name | *LearnHub: Your Center for Skill Enhancement* |
| 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.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | I am **a student who wants to improve my skills and career opportunities**. | I’m trying to **find affordable, flexible, and beginner-friendly online courses**. | But **most learning platforms are either expensive, complicated, or lack personalized support**. | Because **I have limited income and a busy college schedule**. | Which makes me feel **frustrated and worried 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**. |