

Ideation Phase

Define the Problem Statements

Date	22 May 2025
Team ID	LTVIP2025TMID20310
Project Name	Resolvenow: Your Platform For Online Complaints
Maximum Marks	2 Marks

Customer Problem Statements:

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

Example: Resolvenow

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a customer with a product issue	register a complaint easily and quickly	I don't know where or how to report it online	many platforms are confusing or lack a complaint option	ignored and frustrated
PS-2	a user who already submitted a complaint	track its progress and get updates	I don't receive timely status notifications	there is no transparent tracking system	anxious and uncertain