**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| 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.

Graphical user interface, text, application, email

Description automatically generated

**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 |
|  |  |  |  |  |  |