**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 03 June 2025 |
| Team ID | LTVIP2025TMID20349 |
| Project Name | Resolve Now : Your Platform For Online  Complaints |
| 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 | a homeowner who recently purchased a new AC unit | report a malfunction in my AC under warranty | the complaint hasn’t been acknowledged or assigned | the system is slow and lacks auto-confirmation or escalation mechanisms | ignored and disappointed |
| PS-2 | a working professional who shops online frequently | report a product defect to the company | the complaint system is difficult to use | it lacks a clear form and doesn't provide real-time status updates | frustrated and ignored |