

Ideation Phase
Define the Problem Statements

Customer Problem Statement Template:

Jhon is a busy business man who needs to read news on the go without any hassles while travelling because he considers carrying around a physical newspaper a nuisance to him and the people around him. He needs to read news in such a way that he doesn't have to worry about ever buying physical newspapers or carrying with him everywhere. Something which should fit in the palm of his hands, which he could carry everywhere, access from everywhere, something digital such as an application hosted on the internet which could be accessed from any device that is connected to the Internet. Such as smartphones and computers.

Question	Description
Who does the problem affect?	Customers such as Jhon.
What are the boundaries of the problem?	geographic, workflow, daily life
What is the issue?	Physical newspapers are old fashioned in this digital era. They cost money to buy, can easily be damaged, limited amount of information, not flexible to modifications, poor quality. Fixing these in such a way can make physical newspapers become extinct and their use can be abolished. If the problem isn't solved, it would become a greater problem to integrate people to become digitally aware.
When does this issue occur?	The issue occurs when the customer wants to read the news.
Where is the issue occurring?	The issue occurs when people try to access information i.e., during the usage. Accessing information is flawed through the usage of physical newspapers in the digital era.