Ideation Phase
Define the Problem Statements

Date	23 May 2025
Team ID	LTVIP2025TMID55905
Project Name	BookNest: where stories nestle
Maximum Marks	2 Marks

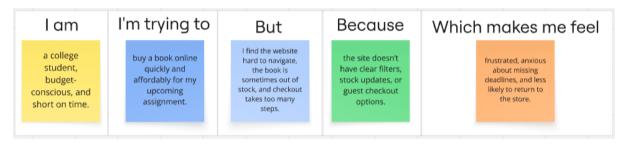**Customer Problem Statement Template:**

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.

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

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A busy book lover	Discover and buy books online that match my interests	I can't find a platform that feels like a bookstore experience	Most sites are cluttered, generic, and not personalized to my taste	Frustrated and disconnected from my reading passion
PS-2	An avid reader from a small town	Access a wide variety of books and get fast delivery	Delivery is delayed and book options are limited	My location and preferences are not prioritized by most online sellers	Ignored and dissatisfied with my reading options