Ideation Phase Define the Problem Statements

Date	29 June 2025		
Team ID	LTVIP2025TMID38848		
Project Name	cleantech: transforming waste management		
	with transfer learning		
Maximum Marks	2 Marks		

Customer Problem Statement Template:

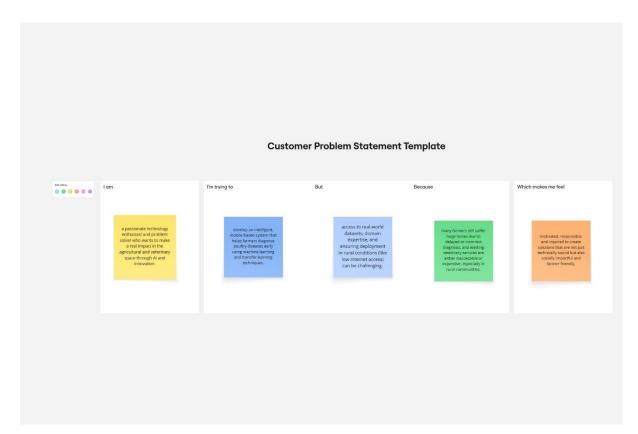
Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

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.

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

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

Example:



Problem	l am	I'm trying to	But	Because	Which makes me feel
Statement (PS)	(Customer)				
PS-1	a concerned patient	check if I'm at risk of liver cirrhosis using test results	I don't understan d my medical reports	they are filled with technical terms and no clear diagnosis	worried and helpless
PS-2	a healthcare worker in a rural clinic	screen patients for liver disease early	I don't have access to advanced diagnostic tools	liver tests are expensive and difficult to interpret without specialist help	overwhelmed and underprepared