

Ideation Phase

Define the Problem Statements

Date	31 January 2025
Team ID	PNT2025TMID01602
Project Name	SmartResume Generator
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.

I 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 Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A job seeker	Create a professional resume that	I don't know how to	I lack experience	Frustrated and unsure if my resume will get noticed

		stands out to employers	format it properly or highlight my skills effectively	in resume writing	
PS-2	A recent graduate	Build a resume that reflects my education and internships	I struggle to translate my academic achievements into professional language	I have limited work experience	Anxious and overwhelmed by the job application process
PS-3	A career changer	Update my resume to reflect my new career goals	My previous experience doesn't align with the new industry I'm targeting	I'm unsure how to tailor my resume for a different field	Confused and worried about making a bad impression
PS - 4	A busy professional	Quickly generate a resume for a job application	I don't have the time to manually write and format a resume from scratch	My schedule is packed with work and personal commitments	Stressed and pressed for time