

## Ideation Phase

### Define the Problem Statements

Date	20 June 2025
Team ID	LTVIP2025TMID54898
Project Name	Resolvenow: your platform for online complaints
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

Many citizens face significant challenges when trying to register complaints with government departments, service providers, or support systems. The existing processes are often manual, outdated, and fragmented, leading to delays, miscommunication, and lack of transparency. Users frequently remain unaware of the current status of their complaints and have no proper mechanism to track or follow up on unresolved issues. The absence of a centralized and user-friendly platform results in frustration, inefficiency, and a loss of trust in the system. Without real-time updates or clear accountability, complaints may go unaddressed or ignored. This highlights the need for a digital solution that enables users to easily lodge, track, and manage complaints while improving communication and ensuring timely resolution.

<b>I am</b>	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the core about - what are they trying to achieve?	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	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

#### Example:

I am <b>a traveler</b>	I'm trying to <b>book flights on my phone</b>	But <b>it takes a long time</b>	Because <b>The website is not responsive and doesn't have a mobile version</b>	Which makes me feel <b>Frustrated</b>
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<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	a citizen/service user	register a complaint about a public issue	I don't know where or how to do it easily	the process is manual, confusing, and delayed	frustrated and helpless
PS-2	a registered user	check the status of my previously submitted complaint	there is no proper tracking system or updates	the current system lacks transparency and feedback	ignored and dissatisfied