

## Ideation Phase

### Define the Problem Statements

Date	18 October 2023
Team ID	NM2023TMID04439
Project Name	Create a brand promo video using canva

#### 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.

<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 care 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

<b>I am</b> A Customer	<b>I'm trying to</b> Create a brand promo video by planning your content, gathering visuals and assets, editing with video software, and promoting it to your audience.	<b>But</b> It makes us to familiarize our brand to all the audience	<b>Because</b> It's important to stay consistent with your brand's identity, message, and visual style throughout the video to leave a lasting impression on your audience.	<b>Which makes me feel</b> To the audience to get our brand an the promotion will be grown up once the customer has an immense impression on our brand
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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 Customer	Create a brand promo video by planning your content, gathering visuals and assets, editing with video software, and promoting it to your audience.	It makes us to familiarize our brand to all the audience.	It's important to stay consistent with your brand's identity, message, and visual style throughout the video to leave a lasting impression on your audience.	To the audience to get our brand and the promotion will be grown up once the customer has an immense impression on our brand.