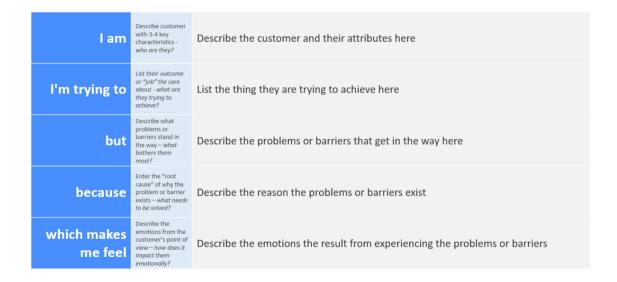
## Ideation Phase Define the Problem Statements

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.





Problem	l am	I'm trying to	But	Because	Which makes me feel
Statement (PS)	(Customer)				
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 auidance.	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 auidance to get our brand an the promotion will be grown up once the customer has an immense impression on our brand.