**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date | 11-07-2024 |
| Team ID | SWTID1720167264c |
| Project Name | Cab Booking App |
| Maximum Marks | 3 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.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I am trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | Harsha, a frequent traveller. | reach the airport quickly for my flight. | I could not find any cabs nearby . | traditional taxi services are unreliable. | frustrated and anxious about missing my flight. |
| PS-2 | a busy professional. | get to meetings on time. | I often face delays in booking cabs. | the unavailability of taxis during peak hours. | stressed and less productive. |
| PS-3 | an elderly person | book a ride to my doctor's appointment | I find it difficult to use complex apps | they are not user-friendly for seniors | frustrated and dependent on others for help |
| PS-4 | a student | get to my university on time | I face delays due to unavailability of affordable cabs | most cabs are either booked or too expensive during peak hours | stressed and anxious about being late |