Ideation Phase
Define the Problem Statements

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Team ID	LTVIP2025TMID53029
Project Name	Booknest:Where Stories Nestle
Maximum 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: Booknest-Ideation Phase Table

User Need / Problem	How Might We (HMW)...	Idea / Feature Suggestion
Hard to find books of interest	HMW help users discover books they will enjoy?	Implement AI-based personalized book recommendations
No preview or sample of books	HMW allow users to preview content before committing?	Add a "Read Sample" feature with the first chapter preview
Limited payment options	HMW make the purchase process more flexible?	Add multiple payment methods (credit, debit, UPI, wallet, buy now-pay later)