Ideation Phase
Define the Problem Statements

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Project Name	**Creating an Sponsored Post for Instagram**

Customer Problem Statement Template:

A proposed solution typically follows the ideation phase and aims to address the problem or challenge that you've identified. The quality and effectiveness of your proposed solution depend on the thoroughness of your ideation process and the ability to translate creative ideas into practical, actionable plans. Here are the key steps and elements to consider when presenting a proposed solution.

Problem Statement	Solution
PS-1	**The Impact**: This has led to a 15% drop in monthly revenue, reduced customer loyalty, and an increased workload on the customer support team trying to retain dissatisfied customers.
PS-2	**The Context**: Our market research shows that the primary reasons for churn include better pricing from competitors and dissatisfaction with the service's user interface.
PS-3	**The Constraints**: We have a limited budget for customer retention efforts and a high-priority product launch in three months that requires our team's attention.