Ideation Phase
Define the Problem Statements

Date	15-05-2025
Team ID	LTVIP2025TMID20432
Project Name	BookNest: Where Stories Nestle
Maximum Marks	2 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.

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

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel

PS-1	I am Sarah, a passionate	I'm trying to discover and purchase books that match my reading preferences conveniently.	But I have limited time to visit physical bookstores and browse through book collections.	Because my schedule is often packed with work and personal responsibilities.	Which makes me feel frustrated that I can't enjoy the experience of finding new books in a timely and efficient way.
PS-2	I am a tech-savvy reader who values convenience and variety.	I'm trying to find an online platform that allows smooth browsing, book discovery, and secure purchasing.	But many online platforms are either not user-friendly or lack the personalized experience of a real bookstore.	Because they don't prioritize intuitive design and personalized recommendations.	Which makes me feel disconnected and uninspired while exploring new reads.