

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.

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:

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