Ideation Phase Define the Problem Statements

Date	31 January 2025		
Team ID	LTVIP2025TMID49412		
Project Name	Measuring the pulse of prosperity		
Maximum Marks	2 Marks		

Customer Problem Statement Template:

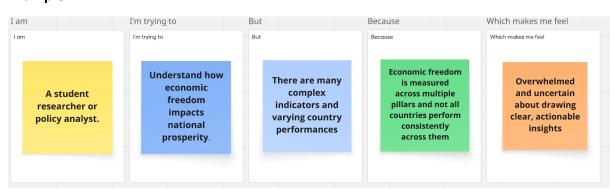
Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

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	Policy maker / Governmen t official	Improve economic policy decisions	Lack of consolidated and easy-to-understand data on economic freedom pillars	Lack of consolidated and easy-to- understand data on economic freedom pillars	Frustrated and uncertain
PS-2	Researcher / Economist	Analyze factors affecting economic growth	Data comparison between countries is complex	Economic freedom indicators are scattered and unstandardized	Overwhelmed and delayed