**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 26 May 2025 |
| Team ID | LTVIP2025MID53043 |
| Project Name | Resolve Now : Your Platform For Online Complaints |
| 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.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | a traveller | book flights on my phone | it takes a long time | the website is not responsive and doesn't have a mobile version | frustrated |
| PS-2 | a customer | submit a complaint online | I can't complete the form | it keeps showing errors and doesn't save my input | helpless and annoyed |