RhythmicTunes: Your Melodic Companion
Ideation Phase
Define the Problem Statements

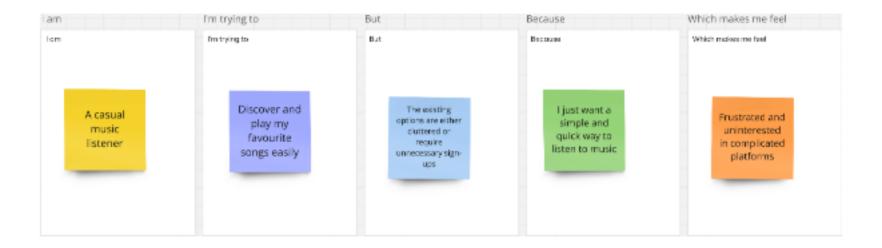|	
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Customer Problem Statement Template:

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
PS-1	A casual music listener	Discover and play my favourite songs easily	The existing options are either cluttered or require unnecessary sign-ups	I just want a simple and quick way to listen to music	Frustrated and uninterested in complicated platforms

PS-2	A user exploring new music	Find new songs based on my preferences	Most platforms push mainstream tracks rather than personalized recommendations	I prefer fresh, unique music rather than what's always trending	Disconnected from my personal taste and less excited about using the platform
PS-3	A multitasker	Listen to music while working or studying	The platform has interruptions like ads or buffering issues	I need a seamless experience without distractions	Annoyed and frustrated with constant disruptions
PS-4	A mobile user	Stream music on my phone with a smooth interface	The UI is not optimized for mobile or lacks essential features	I want a responsive and intuitive design that makes navigation easy	Frustrated and likely to switch to another app