

Ideation Phase

Define the Problem Statements

Date	19 September 2023
Team ID	Lakshmi Narayanan
Project Name	Estimation of Business Project
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.

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Job Seeker	Find jobs which are future proof	I am unable to find jobs in my location	Jobs from all around the world are displayed	Difficult and frustrated to find jobs in any domain
PS-2	Job Seeker	Find relevant jobs for my skillset	Jobs irrelevant to my skills are provided too	There is no filter feature where I can choose jobs as per my requirement	Finding a needed job time consuming and no benefit out of the efforts which I take