

Ideation Phase

Define the Problem Statements

Date	
Team ID	
Project Name	WebApp_OTT
Maximum Marks	

Customer Problem Statement Template:

I am

a movie lover looking for an easy-to-use movie app that provides relevant recommendations and seamless browsing.

I'm trying to

find movies that match my taste quickly and enjoy uninterrupted playback

But

I face irrelevant recommendations, long loading times, and a lack of content filtering.

Because

the recommendation engine is not tailored to my preferences, and the app's interface is cluttered.

Which makes me feel

frustrated, overwhelmed, and less likely to engage with the app regularly.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a movie enthusiast who values uninterrupted and high-quality streaming experiences.	watch my favorite movies without buffering, ads, or poor video quality.	I experience constant buffering, frequent interruptions from ads, and subpar video quality.	the app's streaming infrastructure is unreliable, especially during peak hours, and the ad placement is not well-timed.	annoyed, disappointed, and inclined to explore other movie platforms
PS-2	a busy professional who wants a quick, easy, and enjoyable way to discover new movies based on my tastes.	browse and discover movies without feeling overwhelmed or wasting time on irrelevant options.	I have trouble finding movies that match my interests because the categories and recommendations are too broad or outdated.	the app's content discovery system lacks intelligent filters and personalized recommendations.	unsatisfied and less inclined to use the app for movie recommendations.