Ideation Phase
Define the Problem Statements

Date	03 NOVEMBER 2023
Team ID	NM2023TMID09555
Project Name	TO CREATE A WEBSITE USING CANVA
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.

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/

PROBLEM STATEMENTS

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	PARENT	BUY A GIFT FOR MY KID	I DON'T KNOW TO BUY A PERFECT GIFT	MY KID ONLY LIKES UNIQUE TOYS	WORRIED
PS-2	TEEN GIRL	BUY JEWELERY MADE OF COVERINGS	I WANT IT IN A CHEAP RATE	I DON'T TO BUY COSTLY HAVE ENOUGH MONEY	DISAPPOINTED
PS-3	GRANDMA, GRANDPA	BUY PROVISIONS	THERE ARE NOT MANY SHOPS FOR PROVISIONS	THERE ARE MANY HOTELS IN MY AREA	ANGRY