

Ideation Phase

Define the Problem Statements

Date	21 July 2025
Team ID	LTVIP2025TMID53208
Project Name	ResolveNow: Your Platform for Online Complaints
Maximum Marks	2 Marks

Customer Problem Statement Template

Users often struggle with reporting and resolving complaints due to unorganized systems, lack of transparency, and slow resolution timelines. Existing systems lack real-time tracking, agent interaction, and personalized updates — leading to dissatisfaction and unresolved issues.

Customer Problem Statement Template

◇ Details

Who is the customer?

A citizen/customer facing an issue or complaint with a product or service

What is the problem?

They are unable to submit, track, or communicate about their complaint in a timely and transparent way

When/Where does it occur?

After a poor service/product experience — in areas with weak support systems (online or offline)

Why does it matter?

It affects user satisfaction, brand trust, and complaint resolution rates

Problem Statement (PS)

I am (Customer) I'm trying to BuWhich makes me feel

A consumer of a product/service	Report a complaint easily and get a quick response Most platforms are slow, unresponsive, or unclear Frustrated and unheard
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A citizen facing public service issues Get proper redressal from the responsible department I have no idea who is responsible or how to follow up	Helpless and ignored
A working professional Track my previous complaint's progress No real-time updates or tracking	Disconnected and undervalued
No real-time updates or tracking	Chat or discuss my complaint with a human agent
An online shopper	No personal interaction, just tickets Dissatisfied and lost