# Ideation Phase

## Define the Problem Statements

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| --- | --- |
| Date | 15 June 2025 |
| Team ID | LTVIP2025TMID33677 |
| Project Name | Hematovision |
| 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.

### Problem Statement Structure:

|  |  |
| --- | --- |
| I am | Describe the customer and their attributes here |
| I'm trying to | List the thing they are trying to achieve here |
| But | Describe the problems or barriers that get in the way here |
| Because | Describe the reason the problems or barriers exist |
| Which makes me feel | Describe the emotions the result from experiencing the problems or barriers |

### Example:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Problem Statement (PS) | I am (Customer) | I’m trying to | But | Because | Which makes me feel |
| PS-1 | a lab technician | analyze blood smear slides efficiently | manual analysis is time-consuming and prone to human error | lack of automation and fatigue affect accuracy | frustrated and under pressure |
| PS-2 | a pathologist | get fast and reliable diagnostics | there is too much dependency on manual validation | the current system lacks smart AI support | worried about delays and misdiagnosis |