

## Ideation Phase

### Define the Problem Statements

Date	2 July 2025
Team ID	LTVIP2025TMID48762
Project Name	Strategic Product Placement Analysis
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.

**Customer Problem Statement Template**

I am	I'm trying to	But	Because	Which makes me feel
<div style="border: 1px solid #ccc; padding: 10px; margin: 5px;"> <div style="background-color: #ffff00; padding: 5px; text-align: center;">A marketing analyst working for a consumer goods company</div> </div>	<div style="border: 1px solid #ccc; padding: 10px; margin: 5px;"> <div style="background-color: #add8e6; padding: 5px; text-align: center;">Identify how our product is positioned in the market compared to competitors</div> </div>	<div style="border: 1px solid #ccc; padding: 10px; margin: 5px;"> <div style="background-color: #add8e6; padding: 5px; text-align: center;">The available data lacks clear insights into customer perception, competitive placement, and attribute-based differentiation</div> </div>	<div style="border: 1px solid #ccc; padding: 10px; margin: 5px;"> <div style="background-color: #32cd32; padding: 5px; text-align: center;">There is no structured way to interpret how each product attribute contributes to its perceived value</div> </div>	<div style="border: 1px solid #ccc; padding: 10px; margin: 5px;"> <div style="background-color: #ffa500; padding: 5px; text-align: center;">Uncertain about how to optimize our marketing and product strategies for maximum impact</div> </div>

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A marketing analyst working for a consumer	Identify how our product is positioned in the market	The available data lacks clear insights into customer perception, competitive	There is no structured way to interpret how each product	Uncertain about how to optimize our marketing and product strategies for maximum impact

	goods company	compared to competitors	placement, and attribute- based differentiation	attribute contributes to its perceived value	
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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.