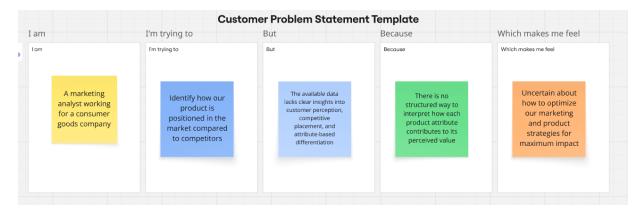
Ideation Phase Define the Problem Statements

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.



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

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

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.