Ideation Phase
Define the Problem Statements

Date	22nd JUNE 2025
Team ID	LTVIP2025TMID57363
Project Name	LearnHub
Maximum Marks	2 Marks

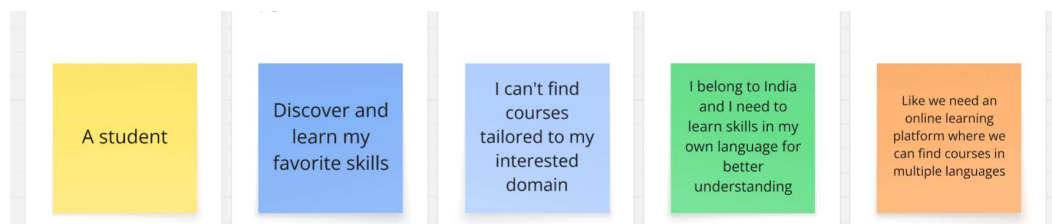**Customer Problem Statement Template:**

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 empathise 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/

Example:

A student	Discover and learn my favorite skills	I can't find courses tailored to my interested domain	I belong to India and I need to learn skills in my own language for better understanding	Like we need an online learning platform where we can find courses in multiple languages

Problem	I am	I'm trying to	But	Because	Which makes me feel

Statement (PS)	(Customer)				
PS-1	A college student	To learn the latest technologies	I can't find relevant courses near me	I stay in a remote village in India	Like we must have an online learning platform that helps me learn skills I want in the language I wish
PS-2	A trainer	Offer training sessions at very affordable prices to learners	Most online learning platforms are charging much	They contain courses created by educators who charge very high fees	Like we need an online learning platform where individual educators who teach at affordable prices can create courses