

## Ideation Phase

### Define the Problem Statements

Date	31 January 2025
Team ID	
Project Name	
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.

Reference: <https://miro.com/templates/customer-problem-statement/>

#### Example:



Problem Statement(PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A tech-conscious Indian consumer interested in electric vehicles and their performance trends.	Understand EV pricing, range, brand trends, and performance in India.	EV data is scattered across sources and lacks consistency.	EV market trends are spread across various sources like blogs, videos, and websites, making it hard to view them in one clear visual.	Confused, uncertain, and hesitant about choosing the right electric vehicle
PS-2	A business student or analyst studying electric vehicle market trends	Analyze EV market share and consumer adoption patterns.	EV data is not presented in an interactive or easy-to-compare format.	There are no region-wise or income-segment insights available in a visual dashboard format for EV data	EV data offers limited insights, making it hard to draw conclusions from raw numbers.