

## Ideation Phase

### Define the Problem Statements

Date	
Team ID	
Project Name	Streamsavvy
Maximum Marks	

#### Customer Problem Statement Template:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
<b>PS 1</b>	OTT user	watch my favorite shows conveniently	the platform has slow loading times	my internet connection is good	frustrated and impatient
<b>PS 2</b>	New subscribe	explore available content quickly	the interface is confusing and cluttered	I want to find genres I enjoy	overwhelmed and annoyed
<b>PS 3</b>	Frequent viewer	get recommendations I like	I keep seeing the same shows suggested	I've watched them already	disappointed and overlooked
<b>PS 4</b>	Parent	find kids-friendly content easily	there is no easy filter for children	I want a safe viewing option	concerned about content safety