

Ideation Phase

Define the Problem Statements

Date	27 June 2025
Team ID	LTVIP2025TMID28986
Project Name	Medical Inventory Management
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.

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

Example:

Customer Problem Statement Template

I am

I am

a hospital inventory manager

a clinic administrator

I'm trying to

I'm trying to

track stock levels of essential medicines

reorder low-stock medical equipment

But

But

the system is not updated in real-time

I can't see usage trends clearly

Because

Because

data is entered manually and often delayed

the inventory software lacks analytics

Which makes me feel

Which makes me feel

anxious about running out of critical supplies

frustrated and uncertain about purchase decisions

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a patient	get my medicine	it's often out of stock	the pharmacy doesn't track it well	worried
PS-2	a caregiver	? buy medical supplies ?	they are not available	? the clinic doesn't tell us when things run out ?	frustrated