Ideation Phase Define the Problem Statements

Date	27 June 2025		
Team ID	LTVIP2025TMID28986		
Project Name	Medical Inventory Management		
Maximum Marks	2 Marks		

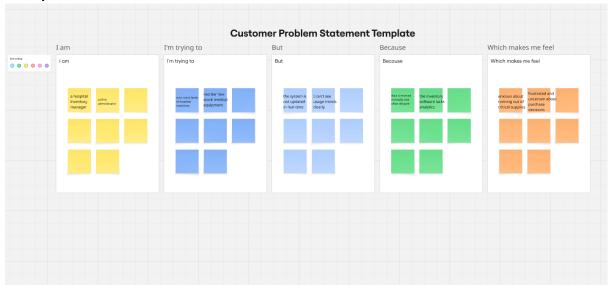
Customer Problem Statement Template:

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.

l 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

Example:



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