**Ideation Phase**

**Define the Problem Statements**

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| Date | 22 June 2024 |
| Team ID | SWTID1720026558 |
| Project Name | BOOK A DOCTOR USING MERN |
| Maximum Marks | 3 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.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | Busy Professional | Quickly and easily book doctor's appointments without dealing with long waiting times and missed calls. | Traditional methods are inefficient and time-consuming, often requiring multiple calls and manual coordination. | Most medical offices rely on outdated systems, leading to delays and frustration when scheduling appointments. | Frustrated and stressed, worried about not getting timely medical care, and overwhelmed by the cumbersome process. |
| PS-2 | A frequent traveller who often finds myself in unfamiliar cities needing quick medical care. | Find and book reliable doctor appointments efficiently while traveling. | I struggle to locate trustworthy healthcare providers and the traditional booking methods are inconvenient. | I am unfamiliar with local healthcare systems and booking processes in new locations. | Anxious and stressed about accessing timely medical care while traveling. |