**Ideation Phase**

**Define the Problem Statements**

| Date | 23 May 2023 |
| --- | --- |
| Team ID | NM2023TMID02023 |
| Project Name | Accessing the safety of municipal drinking  water |

**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 | A Tourist | Searching for drinking water | The municipality water is not good | Water is not purified or good quality | Frustrated |
| PS-2 | A person who lives in the village | Searching for drinking water | The municipality water area is crowd | Water quantity is less | Annoyed |