

Ideation Phase Define the Problem Statements

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.

Date	June 2025
Team ID	LTVIP2025TMID50930
Project Name	1. Cosmetic Insights _ Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	2 Marks

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a university student	submit my assignment on time	the university portal is always slow and sometimes crashes	many students are using it at the same time and it's not optimized	frustrated and anxious
PS-2	a busy working parent	order healthy groceries online quickly	the website is hard to navigate and items are often out of stock	the system doesn't update inventory in real-time	annoyed and discouraged