

Ideation Phase

Define the Problem Statements

Date	22 April 2023
Team ID	NM2023TMID04341
Project Name	Pixel perfection: photos with our cutting-edge image editing platform
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

Reference:

https://miro.com/welcomeonboard/YUphaFg0aXUwM0ZFNGtmTEVhNEJ5Q3FpQWM0S1pjb0xRTjkzVDZNTVRIOGd4T3hweFhlaEtrUXpRYk53RXlhRXwzNDU4NzY0NTU0ODU5OTQzNjgzfDI=?share_link_id=1008079896

Example:

I am	I'm trying to	But	Because	Which makes me feel
professional photographer	transform my photos using a cutting-edge image editing	I struggle to find an intuitive interface	I need to achieve professional-level edits	This makes me feel frustrated

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Professional Photographer	Transform my photos using a cutting-edge image editing	I struggle to find intuitive interface	I need to achieve professional-level edits	This makes me feel frustrated
PS-2	Editor	Edit the images	I face compatibility issues	Webpage is not responsive	Depressed