

Ideation Phase  
Define the Problem Statements

Date	June 2025
Team ID	LTVIP2025TMID57442
Project Name	Learning Online 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.

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

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Problem Statements Table:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A frustrated citizen	Lodge a complaint to the right department	I don't know whom to approach	There is no centralized platform	Ignored and helpless
PS-2	A daily user of public services	Track the status of my complaint	I receive no update	The current system lacks transparency	Unimportant and unheard
PS-3	A person seeking accountability	Resolve my complaint quickly	My issue is delayed without updates	Complaints are not efficiently routed or monitored	Dissatisfied and anxious