

# Ideation Phase

## Define the Problem Statements

Date	18 Feb 2026
Team ID	LTVIP2026TMIDS71823
Project Name	Gemini Pro Financial Decoder: Transforming Complex Data into Actionable Insights
Maximum Marks	4 Marks

### Customer Problem Statement

Finance professionals such as financial analysts, business managers, investors, accountants, startup founders, and small–medium enterprise (SME) owners frequently work with large volumes of complex financial data including balance sheets, income statements, cash flow statements, market reports, and forecasts. Interpreting this data accurately is time- consuming, requires advanced financial expertise, and is prone to human error.

Many decision- makers struggle to extract clear insights from raw financial documents, especially when data is scattered across multiple sources or presented in technical language. This often leads to delayed decisions, missed opportunities, and increased financial risk. The primary goal of *Gemini Pro Financial Decoder* is to simplify, analyze, and translate complex financial data into clear, actionable insights using AI, enabling faster and more confident financial decision- making. The solution can be delivered through a web- based or mobile application where users can upload financial documents and receive intelligent summaries, risk indicators, trends, and recommendations.

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

<b>I am</b>	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
<b>I'm trying to</b>	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
<b>but</b>	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
<b>because</b>	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
<b>which makes me feel</b>	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

## Problem Statement (PS) Template

<b>Problem Statement</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But because</b>	<b>Which makes me feel</b>
<b>PS- 1</b>	Financial Analyst	analyze financial reports and identify key insights for decision-making	the data is complex, unstructured, and spread across multiple documents	I spend excessive time interpreting data instead of focusing on strategy, making me feel overloaded and inefficient
<b>PS- 2</b>	Business Owner / Startup Founder	understand my company's financial health and future risks	I lack deep financial expertise and reports are filled with technical jargon	I feel confused and uncertain about making critical business decisions
<b>PS- 3</b>	Investor	evaluate companies quickly before making investment decisions	financial statements are lengthy and require detailed manual analysis	I feel anxious about missing red flags or profitable opportunities
<b>PS- 4</b>	Accountant / Finance Manager	prepare accurate financial summaries and forecasts	manual analysis is time-consuming and prone to calculation or interpretation errors	I feel stressed and pressured to deliver error-free reports on time
<b>PS- 5</b>	Non-Finance Professional	interpret financial data shared by my organization	I don't have tools that explain financial numbers in simple language	I feel disconnected and hesitant to contribute to financial discussions