

CookBook: Your Virtual Kitchen Assistant

Ideation Phase Define the Problem Statements

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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 - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

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

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A home cook	Find easy and quick recipes to cook at home	Most recipe websites are filled with ads and lengthy descriptions	I want a clean, simple interface with step-by-step instructions	Frustrated and discouraged from exploring new recipes
PS-2	A beginner in cooking	Learn how to cook different meals	Many recipe platforms assume prior knowledge	I need clear instructions, ingredient measurements, and cooking tips	Overwhelmed and unsure about trying new recipes
PS-3	A healthconscious user	Discover healthy recipes based on my diet	Most apps don't filter recipes based on dietary needs	I need an easy way to find recipes that fit my preferences (e.g., vegan, keto)	Limited in my choices and frustrated with manual searching
PS-4	A busy professional	Plan meals for the week efficiently	Many apps don't offer meal planning features	I need a way to save and organize recipes for quick access	Disorganized and unsure about what to cook daily