

Ideation Phase

Define the problem statements

Date	25 Oct 2023
Team ID	NM2023TMID16780
Project Name	Creating an sponsored post for Instagram
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.

Example:

Customer Problem Statement

PROBLEM

"I struggle to find products that align with my interests and values on Instagram"

I get overwhelmed with sponsored posts that feel too salesy or inauthentic

I wish there was a way to discover new brands and products through sponsored posts

I find it difficult to trust the recommendations in sponsored posts

"I want sponsored posts to provide more information about the product's quality and benefits"

I often see sponsored posts that are not relevant to my interests or needs