**Problem Statement Canvas**

**Team Name:** **Date :**

**Problem:**

|  |  |  |
| --- | --- | --- |
| **CONTEXT** | **PROBLEM** | **ALTERNATIVES** |
| When does the problem occur? | What is the root cause of the problem? | What do customers do now to fix the problem? |
| **CUSTOMERS** | **EMOTIONAL IMPACT** | **ALTERNATIVE SHORTCOMINGS** |
| Who has the problem most often? | How does the customer feel? | What are the disadvantages of the alternatives? |
| **QUANTIFIABLE IMPACT** |
| What is the measurable impact? (include units) |