

Ideation Phase

Define the Problem Statements

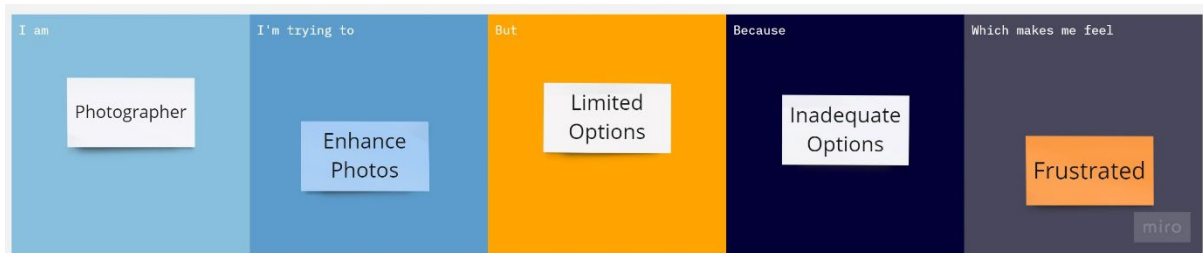
Date	30 April 2023
Team ID	NM2023TMID16640
Project Name	Pixel Perfection: Transforming your photos with our cutting-edge image editing platform
Maximum Marks	2 Marks

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/>



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Photographer	Enhance Photos	Limited Options	Inadequate Features	Frustrated
PS-2	Small Business Owner	Attract	Unprofessional	Limited Resources	Frustrated