**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date | 30 june 2025 |
| Team ID | LTVIP2025TMID49959 |
| Project Name | Your Center For Skill Enhancement |
| 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.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | I am (Customer):  An educator or trainer wanting to share knowledge and monetize courses. | Easily upload, manage, and sell my courses online, and engage with learners interactively. | Current tools either lack proper course management features or require complex technical skills. | Most platforms focus solely on content consumption rather than simplifying content creation and monetization for teachers. | Discouraged, limited in reach, and unable to effectively grow my teaching business. |