

## Ideation Phase

### Define the Problem Statements

Date	31 January 2026
Team ID	LTVIP2026TMIDS62212
Project Name	Deep Learning Fundus Image Analysis for Early Detection of Diabetic Retinopathy
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.

<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1					
PS-2					
<b>I am</b>	Describe the customer and their attributes here <small>Describe customer with 3-4 key characteristics - who are they?</small>				
<b>I'm trying to</b>	List the thing they are trying to achieve here <small>List their outcome or "job" the care about - what are they trying to achieve?</small>				
<b>but</b>	Describe the problems or barriers that get in the way here <small>Describe what problems or barriers stand in the way - what bothers them most?</small>				
<b>because</b>	Describe the reason the problems or barriers exist <small>Enter the "root cause" of why the problem or barrier exists - what needs to be solved?</small>				
<b>which makes me feel</b>	Describe the emotions the result from experiencing the problems or barriers <small>Describe the emotions from the customer's point of view - how does it impact them emotionally?</small>				

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

**Example:**

