

Ideation Phase

Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2026TMIDS88461
Project Name	DocSpot — Seamless Appointment Booking for Health
Maximum Marks	2 Marks

Customer Problem Statement Template:

A Customer Problem Statement helps teams deeply understand the challenges faced by their users from the customer's perspective. It ensures that solutions are built around real needs rather than assumptions.

This template encourages empathy by clearly identifying:

- Who the customer is
- What they are trying to achieve
- What obstacles they face
- Why those obstacles exist
- How those challenges make them feel

By clearly defining these elements, teams can design meaningful solutions that directly address user pain points and create experiences customers truly value.

A well-structured problem statement:

- Aligns the team around real user needs
- Prevents building unnecessary features
- Encourages user-centric thinking
- Guides decision-making throughout the project
- Improves clarity before moving into solution design

Understanding the problem from the customer's viewpoint allows the team to build solutions that are practical, relevant, and impactful.

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

Example:

PS-1	I'm trying to	But	Because	Which makes me feel
A working professional patient who needs medical consultation	Find a qualified doctor and book an appointment at a convenient time	I must call multiple clinics and cannot check real-time availability	There is no centralized online system to browse doctors and view available slots	Frustrated and anxious about delays
A busy patient managing multiple treatments	Track and reschedule my appointments easily	Appointments are scattered and reminders are unreliable	Healthcare booking systems are fragmented and mostly manual	Disorganized and worried about missing appointments
A specialist doctor with a tight daily schedule	Manage consultation slots and avoid double bookings	I manually track appointments and face scheduling conflicts	There is no automated scheduling system	Stressed and overwhelmed by administrative work
A healthcare platform administrator	Verify doctor credentials before approving registration	I manually review documents and verify certificates	There is no automated verification workflow	Concerned about fraud and legal risks
A platform manager	A patient with	Ensure I don't miss my scheduled appointment	I don't receive timely confirmation messages	Anxious and guilty about potential no-shows

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A working professional patient who needs medical consultation	Find a qualified doctor and book an appointment at a convenient time	I must call multiple clinics and cannot check real-time availability	There is no centralized online system to browse doctors and view available slots	Frustrated and anxious about delays
PS-2	A busy patient managing multiple treatments	Track and reschedule my appointments easily	Appointments are scattered and reminders are unreliable	Healthcare booking systems are fragmented and mostly manual	Disorganized and worried about missing appointments
PS-3	A specialist doctor with a tight daily schedule	Manage consultation slots and avoid double bookings	I manually track appointments and face scheduling conflicts	There is no automated scheduling system	Stressed and overwhelmed by administrative work
PS-4	A doctor preparing for consultations	Access patient history before appointments	Patient information is not centralized or easily accessible	Current systems lack integrated patient data management	Unprepared and concerned about consultation quality
PS-5	A healthcare platform administrator	Verify doctor credentials before approving registration	I manually review documents and verify certificates	There is no automated verification workflow	Concerned about fraud and legal risks
PS-6	A platform manager	Monitor system performance and user engagement	There is no real-time analytics dashboard	The system lacks integrated reporting and insights	Uncertain and unable to make data-driven decisions
PS-7	A patient with a busy lifestyle	Ensure I don't miss my scheduled appointment	I don't receive timely reminders or confirmation messages	There is no intelligent notification system	Anxious and guilty about potential no-shows
PS-8	A doctor running a clinic	Reduce patient no-shows and optimize time utilization	Patients don't confirm or cancel appointments in advance	The system lacks a confirmation and reminder mechanism	Frustrated due to lost revenue and wasted time