

# Customer Problem Statement

Date: 22 July 2025

Team ID: PNT2025TMID09841

Project Name: iRevolution: iPhone Value Analysis

Maximum marks : 2 marks

## Problem Statement:

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.

Customer Problem Statement Template				
I am	I'm trying to	But	Because	Which makes me feel
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I am a customer planning to buy an iPhone	I'm trying to choose the best model within my budget	But there are too many models with unclear value differences	Because price, discount, and rating data aren't presented clearly	Which makes me feel confused and unsure about making a smart choice