

## Ideation Phase

### Define the Problem Statements

Date	22nd May 2025
Team ID	LTVIP2025TMID56063
Project Name	House Hunt
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. This template helps you focus on what matters to create experiences people will love by empathizing with their challenges.

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>I am</b>	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	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

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

#### Example:



<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	A renter searching for an affordable home	find a rental property that fits my budget and needs	listings are scattered across multiple sites, many are outdated or unavailable	there's no single, up-to-date platform aggregating all rental options	frustrated and overwhelmed
PS-2	A property owner seeking reliable tenants	list and manage my rental property efficiently	I have to post on various portals, handle inquiries manually, and track bookings separately	I lack a unified dashboard that automates listings, applications, and status updates	stressed and time-pressed