**Ideation Phase**

**Define the Problem Statements**

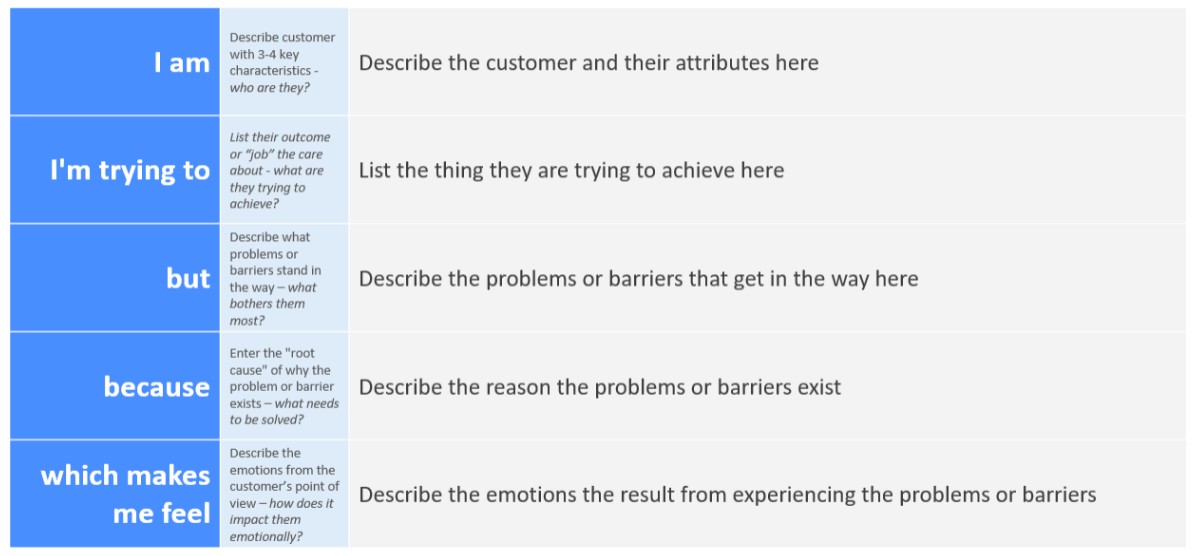
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| --- | --- |
| Date | 22 May 2025 |
| Team ID | LTVIP2025TMID58188 |
| Project Name | LTVIP2025TMID58188 |
| Maximum Marks | 2 Marks |

**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.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem**  **Statement (PS)** | **I am**  **(Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | a customer | buy | it takes long time | Website is not responsive | dispointing |
| PS-2 | a s/w | Buy a laptab | it takes long time | 404 not found | dispointing |

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.



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

