

Ideation Phase
Define the Problem Statements

Date	28 June 2025
Team ID	LTVIP2025TMID49496
Project Name	Learn Hub: Your Centre for Skill Enhancement
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.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a college student	find internships easily	I can't track applications	there's no centralized platform	frustrated and demotivated
PS-2	a small business owner	get customer feedback	I don't get enough responses	customers find surveys lengthy	unsure about my service quality