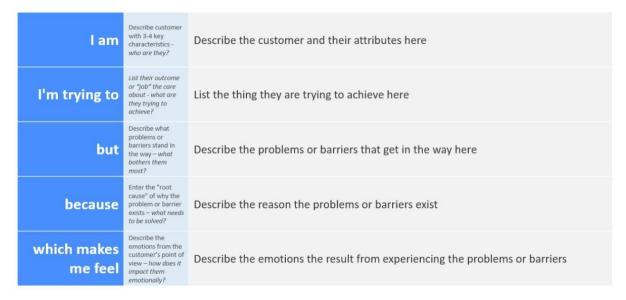
## Ideation Phase Define the Problem Statements

Date	16 June 2025
Team ID	LTVIP2025TMID59305
Project Name	ResolveNow: Your Platform for Online
	Complaints
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.



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

## **Example:**



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a citizen with an issue to report	register a complaint online	I don't know where or how to file it effectively	most platforms are confusing or lack proper interfaces	frustrated and helpless
PS-2	someone who already raised a complaint	track the status of my complaint	I get no updates or transparency	the current system lacks realtime updates or communication	ignored and unimportant