**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID56924 |
| Project Name | Resolve Now: 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.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | A citizen with a complaint against a civic issue (e.g., garbage collection delay) | |  |  |  |  | | --- | --- | --- | --- | | register my complaint online quickly |  | isting platforms are not user-friendly or responsive | frustrated, helpless, and unheard | |  |  | respond to and resolve public complaints efficiently | I don’t receive real-time updates or proper routing | complaints are manually sorted and hard to track | overwhelmed and inefficient | | the process is complicated, slow, or responsive | frustrated, helpless, and unheard | respond to and resolve public complaints efficiently |
|  |  |  |  |  |  |
| PS-1 | A citizen who has a complaint about public services (like water supply or road maintenance) | register my complaint online in a fast and clear way | the current platforms are hard to use and slow to respond | they are outdated, not mobile-friendly, and lack proper tracking | ignored, frustrated, and powerless |
| PS-2 | A government support staff or complaint-handling agent | manage and resolve complaints efficiently | I don’t get real-time notifications or proper complaint assignment | the system lacks automation, smart routing, and updates | overworked, stressed, and ineffective |