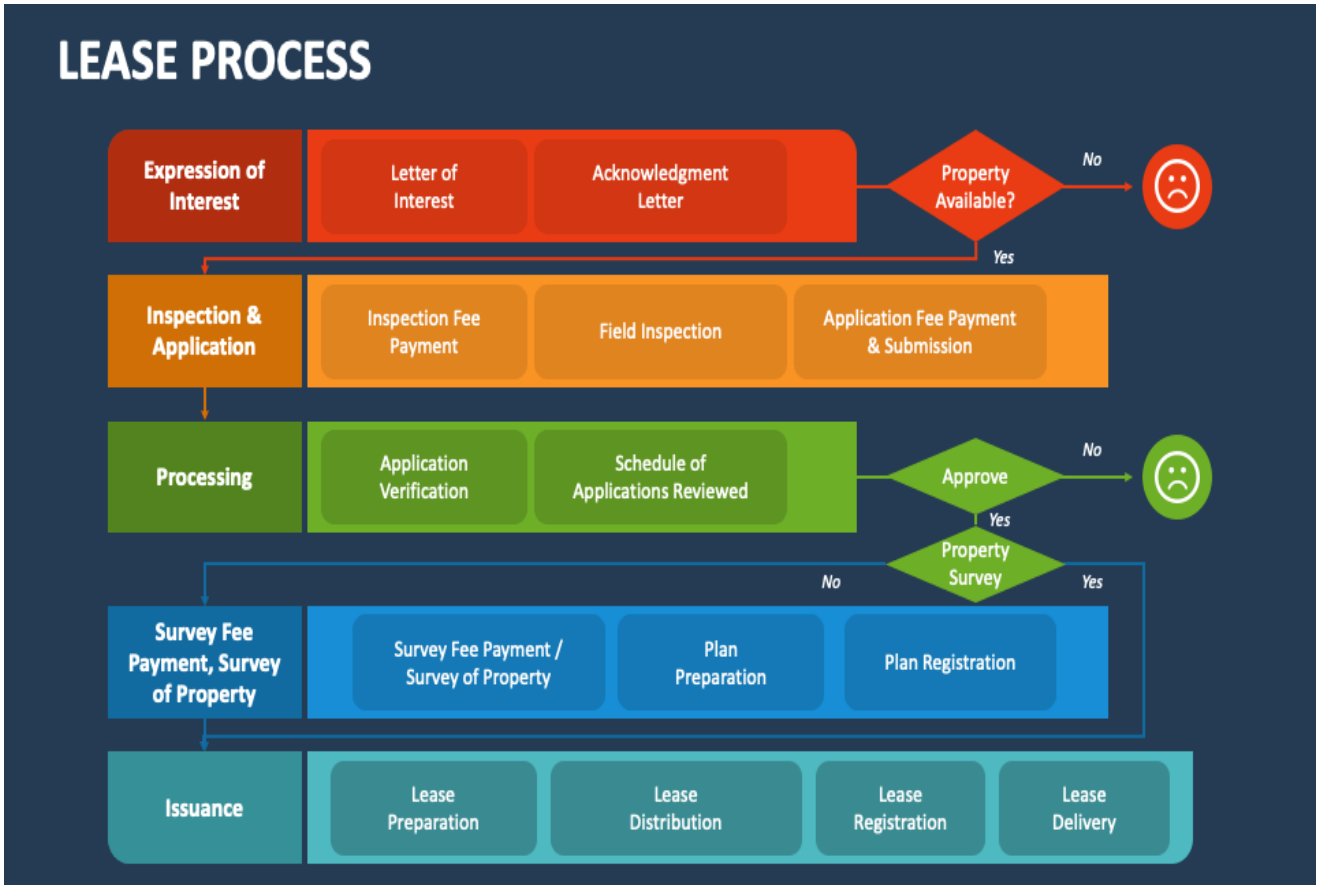
IDEATION PHASE

DEFINE THE PROBLEM STATEMENTS

Date	01/11/2025
Team ID	NM2025TMID02331
Project Title	Lease management

Customer Problem Statement Template:

Understanding your customers starts with empathy—knowing who they are, what they're trying to achieve, and what's getting in their way. The Customer Problem Statement template helps you uncover this critical information by guiding you through a structured, human-centered thinking process.Whether you're building a product, designing a user journey, or refining your messaging, this template will help you clearly articulate customer pain points and convert them into actionable insights.



Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a Property Manager	Renew a tenant's lease	the system doesn't allow renewal	the lease is still under review or pending approval	frustrated and delayed
PS-2	a Tenant	View my lease details	I can't access the document	the system shows an expired link or missing file	confused and anxious

Problem Statement PS-1:

As a property manager, I am trying to renew a tenant's lease agreement before the expiration date, but the system doesn't allow me to proceed because the lease is still marked as "under review" or "pending approval." This limitation makes me feel frustrated and delayed, as I cannot complete renewals on time or maintain accurate lease records for upcoming periods.

Problem Statement PS-2:

As a tenant, I am trying to submit a lease renewal request before my lease expires, but the system keeps showing an error because my current lease details are not updated or synced in the portal. This makes me feel worried and uncertain, as I might miss the renewal deadline and risk losing my rental unit.