

## Problem Statement

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.

I am	A value-conscious, aspirational Indian consumer
I'm trying to	Own an premium smartphone that offers long-term value, high-quality features, and social status
but	High price barriers and taxes make significantly expensive in India compared other markets
because	I desire to be part to the exclusive Apple ecosystem and gain social recognition without severe financial strain
which makes me feel	Anxious about the cost, yet highly motivated and aspirational to impact their purchase

## Example

I am a traveler	I'm trying to book flights on my phone	But it takes a long time	Because The website is not responsive and doesn't have a mobile version	Which makes me feel Frustrated
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A tech-savvy Indian consumer	Buy a premium iPhone for performance,	High prices and taxes make iPhones	Import duties and premium branding	Anxious about affordability but still aspirational

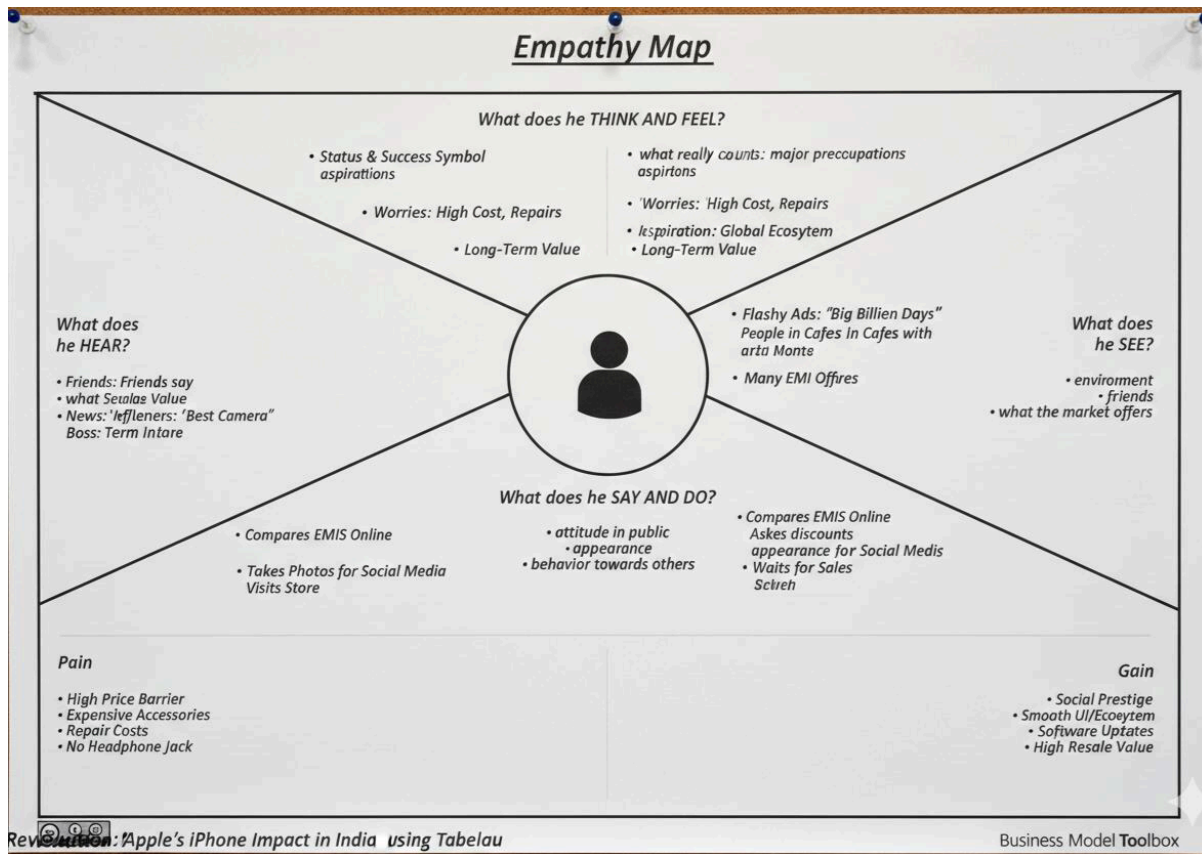
		ecosystem, and status	expensive in India	increase overall cost	
PS-2	A college student / young professional	Own an iPhone to access Apple ecosystem and better features	Limited budget and EMI depende <b>ncy</b>	iPhones are positioned as luxury products Financial pressure yet motivated to purchase	Financial pressure yet motivated to purchase

### Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

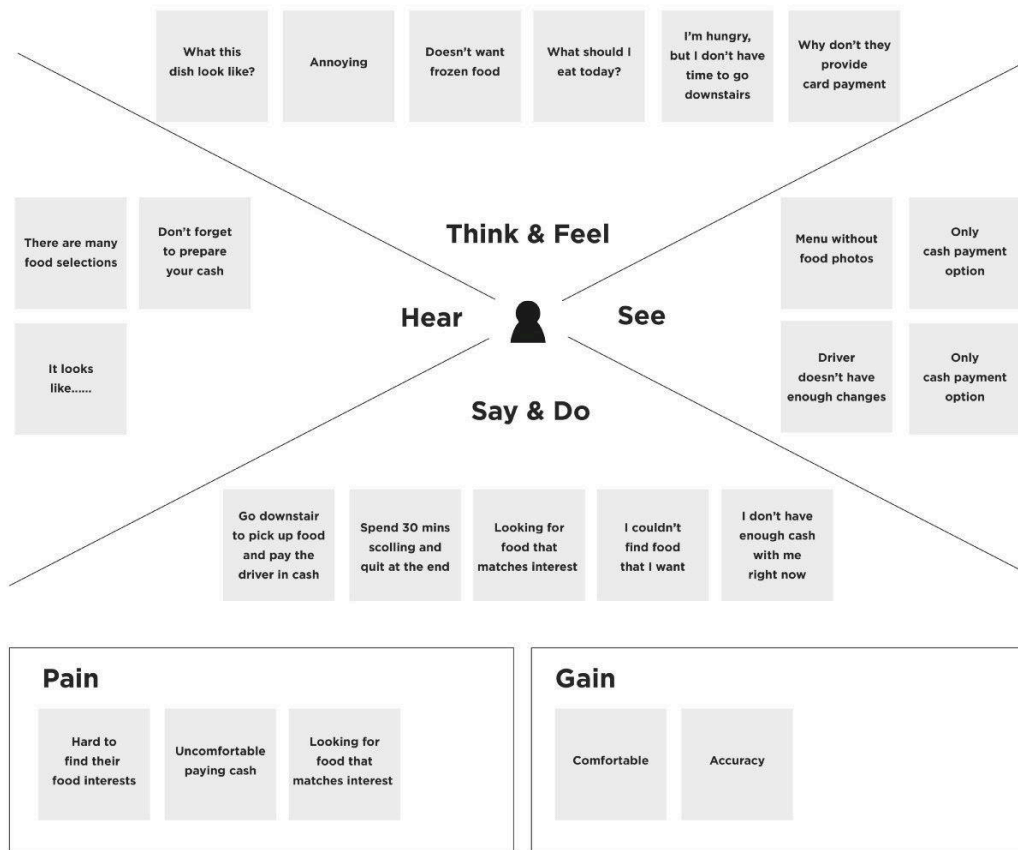
It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.



Example:

Example: irevolution: a data-driven exploration of apple's iPhone impact in India using



Brainstorm & Idea Prioritization Template:

# Step-1: Define Gathering, Idea Listing Problem Statement

**Brainstorm & idea prioritization**

**Before your collaborate**  
Before you start your session, please make sure everyone is present and ready to participate.

**Team guidelines**  
This is a virtual session and everyone is here to help each other. Please be respectful and supportive.

**10 minutes to prepare**  
Please be ready to start at 10:00 AM.

**3 people to participate**  
Please be ready to start at 10:00 AM.

**Group Ideas**  
10 minutes

**How do you...**  
How do you...? Please provide your answer in the space below.

**What if...**  
What if...? Please provide your answer in the space below.

**What goal...**  
What goal...? Please provide your answer in the space below.

**How to improve**


**What to think about**


**Write Visually**  
Please write your ideas in the space below.

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions. Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Step-1: Team Gathering, Collaboration and Select the Problem Statement



Step-2: Brainstorm, Idea Listing and Grouping



Step-3: Idea Prioritization

