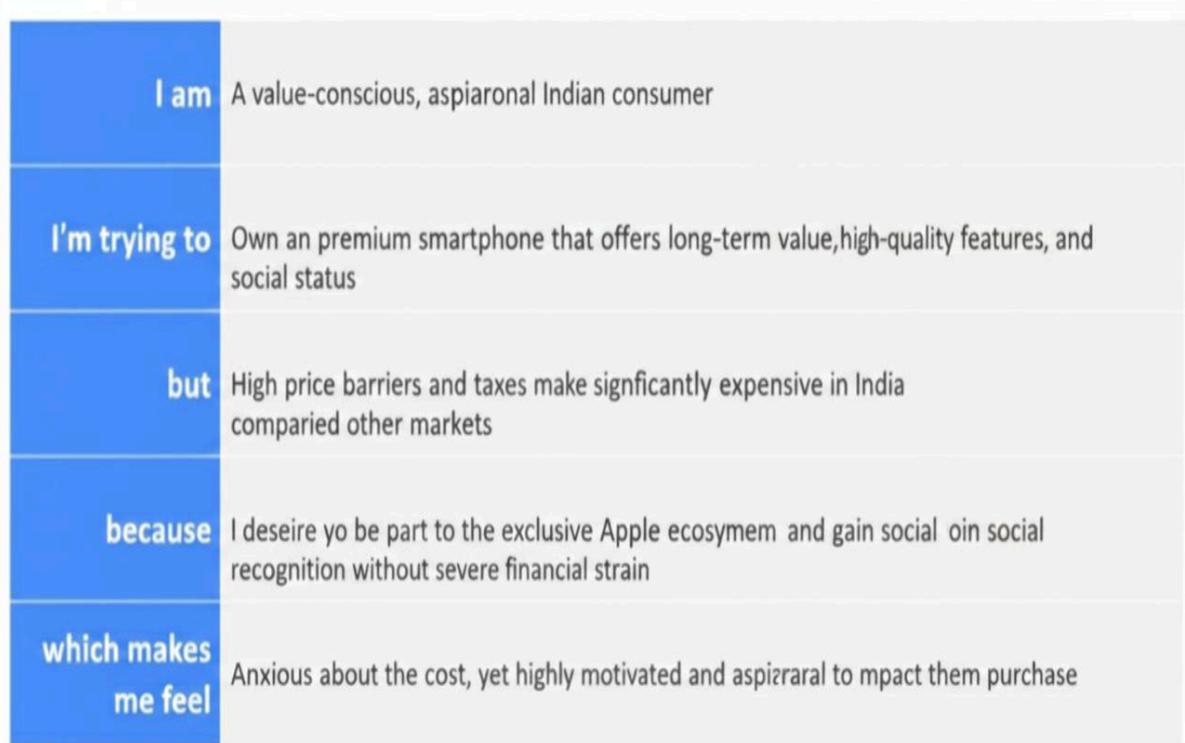


Problem Statement

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.



Example



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

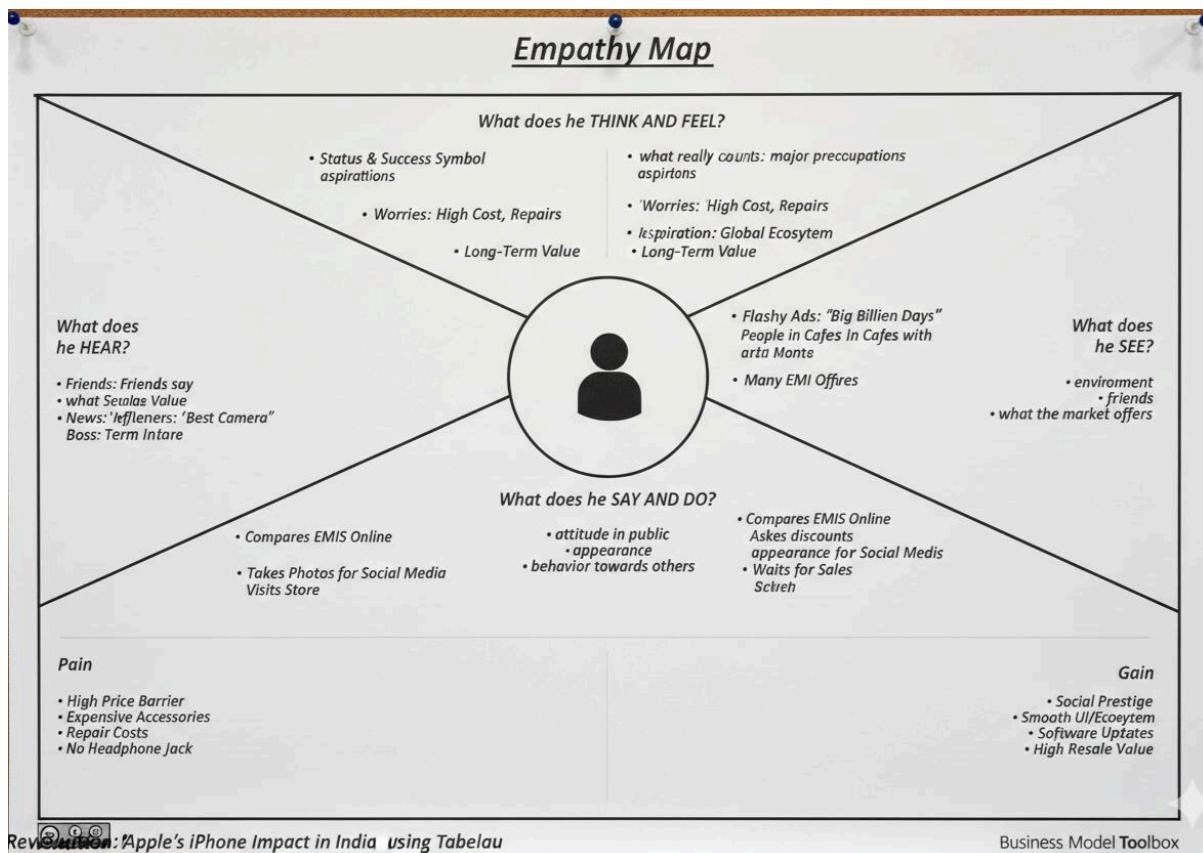
		ecosystem, and status	expensive in India	increase overall cost	
PS-2	A college student / young professional	Own an iPhone to access Apple ecosystem and better features	Limited budget and EMI dependency	iPhones are positioned as luxury products Financial pressure yet motivated to purchase	Financial pressure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

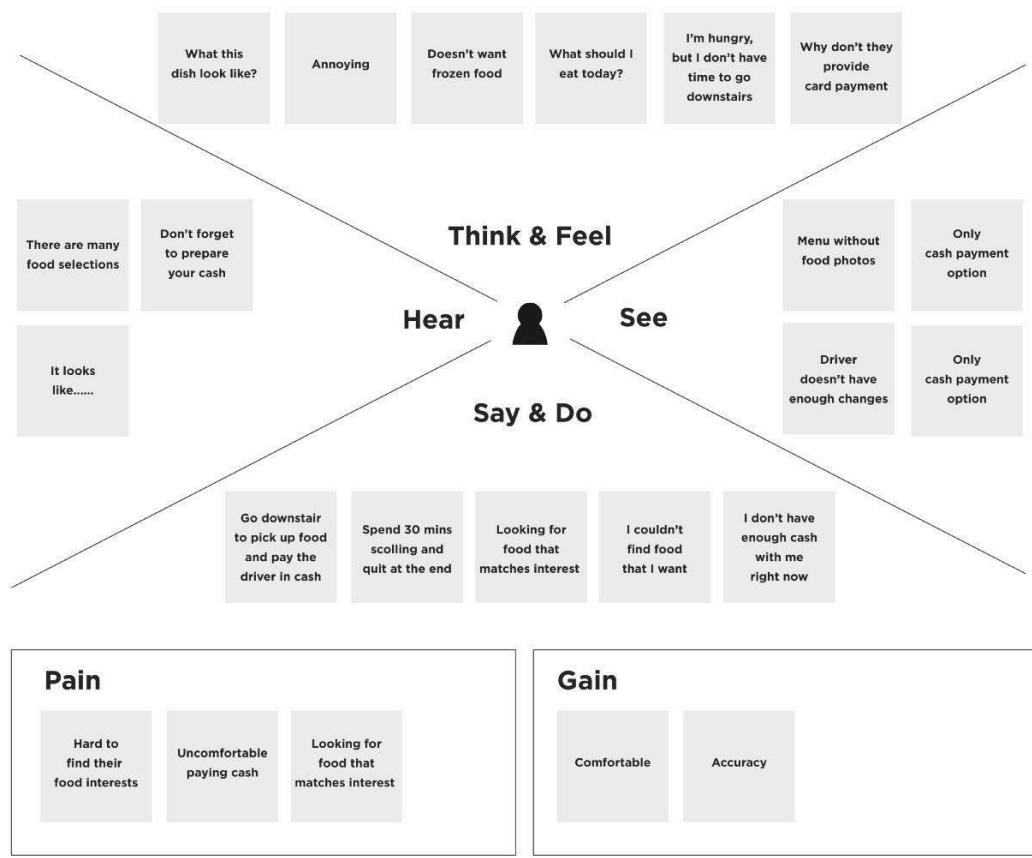
It is a useful tool to helps teams better understand their users.

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



Brainstorm & Idea Prioritization Template:

Step-1: Define Gathering, Idea Listing Problem Statement

The screenshot shows a digital interface for a brainstorming session. On the left, there's a circular icon with a lightbulb and the text "Brainstorm & idea prioritization". Below it, sections include "Define your collaborate" (with a note about defining roles), "Team participated" (listing 18 members), "18 minutes to prepare", "1 hour to submit", and "3 people have submitted their initial round-trip (23)". At the bottom is a button to "Open with recommended 23 ideas".

Group Ideas
Inbox

03 messages

Inbox

New Message
How do I get my resume? Where you have a problem?

Kanban

Share one resource for all audience. statics. Incentives. What's available there. That's what I want.

Sent

Message sent to myself. I have a few more to send. I will do that later.

Pause in thoughts

Resume in thoughts

Delete

When an action is taken, it will be removed from the list. If you want to remove an item, click on it and then click the delete button. It will be deleted.

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



iRevolution: Prioritization (Impact vs Effort)
© 10 minutes



Step-3: Idea Prioritization

