

Ideation Phase

Define the Problem Statements

Date	27 june 2025
Team ID	LTVIP2025TMID45573
Project Name	Enchanted wings:Marvels of Butterfly species
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.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a researcher/conversation	Identify butterfly species in the wild	I don't always know the exact species	many species look similar and lack instant tools	Frustrated and limited in my research
PS-2	a nature enthusiast/student	Learn more about butterflies interactively	It's difficult to accurate information	Apps are either paid or not accurate	discouraged and less motivated to explore nature