

Ideation Phase

Define the Problem Statements

Date	26 October 2023
Team ID	NM2023TMID04531
Project Name	Create a Google My Business Profile

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	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

I am	I'm trying to	But	Because	Which makes me feel
User/Editor	Create a Google My Business profile	It requires physical address verification which is challenging	It needs authentication. But businesses that lack a physical address have difficulties in receiving verification mail or phone calls.	Somewhat Frustrated

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	User/Editor	Create a Google My Business Profile	It requires a physical address verification which is challenging.	It needs authentication. But businesses that lack a physical address have difficulties in receiving	Somewhat frustrated

				verification mails or phone calls	
PS-2	User/Editor	Create a Google My Business Profile	Managing multiple locations or franchises can be complicated	Because each location may have unique details or branding that need to be accurately represented.	Annoying