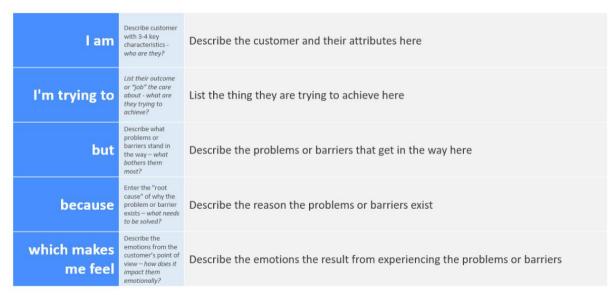
## Ideation Phase Define the Problem Statements

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.





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

				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