**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date | 31 January 2025 |
| Team ID |  |
| Project Name |  |
| 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.

Graphical user interface, text, application, email

Description automatically generated

Reference: <https://miro.com/templates/customer-problem-statement/>

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | A fruit and vegetable seller / quality inspector | Quickly sort fresh and rotten fruits and vegetables | Manual sorting is time-cons uming and not always accurate | It is difficult to visually inspect large quantities quickly | Frustrated and worried about product quality and customer satisfaction |
| PS-2 | A consumer or food supplier | Ensure the freshness of fruits and vegetables before purchase or delivery | I cannot reliably identify rotten items by appearan ce alone | Some defects are not easily visible to the human eye | Unsure and concerned about food safety and waste |