

Ideation Phase

Define the Problem Statements

Date	14 April 2025
Team ID	SWTID1742745633
Project Name	ViewVoyage
Maximum Marks	2 Marks

Customer Problem Statement Template:

Problem 1: How can we create a clean, distraction-free video platform that focuses only on essential viewing features like play, like, comment, and save, without overwhelming the user with too many options?

Can a simplified layout improve user engagement and content discoverability?

Problem 2: What's the most user-friendly way to let viewers interact with video content — including searching, sharing, and organizing their favorite videos — while keeping the experience fast and intuitive?

Example:

I am	a college student who loves watching short, educational, and entertainment videos online.
I'm trying to	quickly find and save videos I like without getting distracted or lost in unrelated content.
But	most platforms are cluttered with ads, too many categories, or overwhelming features.
Because	I just want a clean and focused place to watch and interact with videos.
Which makes me feel	frustrated, distracted, and unmotivated to use the platform regularly.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a student who enjoys learning through short videos	to find and organize helpful content easily	most platforms are overloaded with unrelated recommendations	I want a focused platform for my specific interests	frustrated and distracted
PS-2	a casual viewer who watches videos in free time	to save and rewatch my favorite videos	I can't easily save or return to the exact video later	there's no clear "your list" or bookmark feature	annoyed and discouraged from using the platform