

Ideation Phase

Define the Problem Statements

Date	6 July 2024
Team ID	SWTID1720110658
Project Name	BookStore
Maximum Marks	3 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.

Customer Problem Statement Template

I am	I'm trying to	But	Because	Which makes me feel
Book Enthusiast	Find a wide variety of books, including rare and out-of-print titles	I struggle with the limited availability and accessibility of books in physical stores.	The stores often do not carry the books I want and are not open at convenient times	frustrated and constrained in my reading choices.

Link- https://miro.com/app/board/uXjVK4AhWSw=/?share_link_id=869079087323