Ideation Phase
Define the Problem Statements

Date	27 June 2025
Team ID	**LTVIP2025TMID24658**
Project Name	**DocSpot — Seamless Appointment Booking for Health**
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.

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

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a college student living in a	order groceries, stationery,	I have to switch between	no single platform provides all	irritated and time-constrained

	hostel	and daily essentials quickly from a single app	different apps and websites for each category	types of products I need at affordable prices	
PS-2	working professional with a tight schedule	buy household items and electronics online during short breaks	I waste time comparing prices and delivery times on multiple platforms	there's no unified solution that offers product comparison and smart suggestions	overwhelmed and indecisive