

Ideation Phase

Define the Problem Statements

Date	25 July 2025
Team ID	PNT2025TMID09535
Project Name	iRevolution : A data driven exploration of Apple's iPhone impact in India
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.

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

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

Example:

Customer Problem Statement Template

I am	I'm trying to	But	Because	Which makes me feel
<p>I am</p> <p>A young working professional in India who wants to upgrade from Android to iPhone</p>	<p>I'm trying to</p> <p>Switch to iPhone for better privacy and camera</p>	<p>But</p> <p>iPhones are too expensive upfront</p>	<p>Because</p> <p>Apple focuses on premium pricing</p>	<p>Which makes me feel</p> <p>Anxious about spending too much</p>

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A young working professional in India who want to upgrade from Android to iPhone	Switch to iPhone for better privacy and camera	iPhones are too expensive upfront	Apple focuses on premium pricing	Anxious about spending too much