**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date |  |
| Team ID |  |
| Project Name | Streamsavvy |
| Maximum Marks |  |

**Customer Problem Statement Template:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Problem Statement  (PS) | I am  (Customer) | I'm trying to | But | Because | Which makes me feel |
| **PS 1** | OTT user | watch my favorite shows conveniently | the platform has slow loading times | my internet connection is good | frustrated and impatient |
| **PS 2** | New subscribe | explore available content quickly | the interface is confusing and cluttered | I want to find genres I enjoy | overwhelmed and annoyed |
| **PS 3** | Frequent viewer | get recommendations I like | I keep seeing the same shows suggested | I’ve watched them already | disappointed and overlooked |
| **PS 4** | Parent | find kids-friendly content easily | there is no easy filter for children | I want a safe viewing option | concerned about content safety |