

Ideation Phase

Define the Problem Statements

Date	17 June 2025
Team ID	LTVIP2026TMIDS49230
Project Name	Gemini Pro Financial Decoder
Maximum Marks	2 Marks

Customer Problem Statement Template:

A problem statement helps us understand the 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 – who are they?	<i>Describe the customer and their attributes here</i>
I'm trying to	List their outcome or 'job' – what are they trying to achieve?	<i>Describe the customer and their attributes here</i>
But	Describe what problems or barriers stand in the way – what bothers them most?	<i>Describe the customer and their attributes here</i>
Because	Enter the 'root cause' of why the problem or barrier exists – what needs to be solved?	<i>Describe the customer and their attributes here</i>
Which makes me feel	Describe the emotions from the customer's point of view – how does it impact them emotionally?	<i>Describe the customer and their attributes here</i>

PS-1

I am	A financial analyst working in an investment firm who regularly analyzes financial statements.
I'm trying to	Quickly extract key insights and trends from balance sheets, profit & loss statements, and cash flow reports to support business decisions.
But	Manually reviewing complex financial documents takes too much time and effort.
Because	Financial data is large, technical, and lacks automated tools that summarize insights clearly.
Which makes me feel	Overwhelmed and time-pressured.

PS-2

I am	A non-financial business executive or CEO responsible for making strategic decisions.
I'm trying to	Understand financial performance and company health from monthly financial reports.
But	Financial jargon and complex tables are difficult to interpret without deep financial knowledge.
Because	Traditional reports present raw numbers instead of simplified insights or visual explanations.
Which makes me feel	Confused and uncertain while making decisions.

PS-3

I am	A financial journalist who needs to analyze company performance quickly before deadlines.
I'm trying to	Identify key highlights and trends from newly released financial statements.
But	Manual analysis is slow and increases the risk of missing critical information.
Because	Large datasets require significant effort to interpret without AI assistance.
Which makes me feel	Stressed and under time pressure.

Problem Statements — Summary Table

PS	I am	I'm trying to	But	Because	Which makes me feel
PS-1	A financial analyst working in an investment firm who regularly analyzes financial statements.	Quickly extract key insights and trends from balance sheets, profit & loss statements, and cash flow reports to support business decisions.	Manually reviewing complex financial documents takes too much time and effort.	Financial data is large, technical, and lacks automated tools that summarize insights clearly.	Overwhelmed and time-pressured.
PS-2	A non-financial business executive or CEO responsible for making strategic decisions.	Understand financial performance and company health from monthly financial reports.	Financial jargon and complex tables are difficult to interpret without deep financial knowledge.	Traditional reports present raw numbers instead of simplified insights or visual explanations.	Confused and uncertain while making decisions.

PS-3	A financial journalist who needs to analyze company performance quickly before deadlines.	Identify key highlights and trends from newly released financial statements.	Manual analysis is slow and increases the risk of missing critical information.	Large datasets require significant effort to interpret without AI assistance.	Stressed and under time pressure.
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