

Ideation Phase

Define the Problem Statements

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Project Name	Bank Management
Maximum Marks	3 Marks

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

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 busy professional who wants to manage her finances on the go.	Stay informed about my spending habits and make informed financial decisions.	Checking account balances and transaction history through traditional means is time-consuming and inconvenient.	I have a busy schedule and need instant access to my financial information.	Frustrated and unable to manage my finances efficiently.
PS-2	A tenant who needs to pay rent to her landlord.	Transfer rent money quickly and easily.	Writing checks or visiting the bank is inconvenient and time-consuming.	These methods are outdated and do not fit into my busy lifestyle.	Relieved and satisfied when I can make payments instantly from my phone.
PS-3	A homeowner considering home renovation financing.	Apply for a loan conveniently from home.	Visiting the bank and submitting paperwork is cumbersome.	The traditional loan application process is slow and requires multiple visits to the bank.	Happy and stress-free when I can apply for a loan online and track the application status in real-time.