

Ideation Phase

Define the Problem Statements

Date	20 Feb 2026
Team ID	LTVIP2026TMIDS35023
Project Name	LearnHub: Your Center For Skill Enhancement
Maximum Marks	2 Marks

Customer Problem Statement Template:

Many citizens face significant challenges when trying to register complaints with government departments, service providers, or support systems. The existing processes are often manual, outdated, and fragmented, leading to delays, miscommunication, and lack of transparency. Users frequently remain unaware of the current status of their complaints and have no proper mechanism to track or follow up on unresolved issues. The absence of a centralized and user-friendly platform results in frustration, inefficiency, and a loss of trust in the system. Without real-time updates or clear accountability, complaints may go unaddressed or ignored. This highlights the need for a digital solution that enables users to easily lodge, track, and manage complaints while improving communication and ensuring timely resolution.

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

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a student/learner	access structured learning materials for a course	I can't find organized or clear course content	the content is scattered across different places	confused and demotivated
PS-2	a registered student	track my learning progress or completed modules	there is no proper progress tracking system	the platform lacks user progress dashboards	uncertain and disengaged