

Ideation Phase

Define the Problem Statements

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Team ID	NM2023TMID04457
Project Name	BUILDING A WEBSITE USING CANVA

Customer Problem Statement Template:

Customers who enjoy spending time in coffee shops while reading books often face challenges in finding the ideal environment that caters to their specific needs and preferences.

Our coffee shop with a reading book theme aims to provide a tranquil and inviting atmosphere for book enthusiasts. Designated areas with minimal noise to allow customers to focus on their books. Comfortable chairs and seating arrangements designed for extended reading sessions.

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



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Noise Disturbance	Find that may I be bothered by noise from other patrons, loud conservation or disruptive behaviour	Maintain a welcoming and peaceful environment	The wrong reviews are given	The quiet and peaceful environment can encourage introspection and deep thinking.
PS-2	Book Availability	Encounter the cafe has a limited book selection or lacks specific titles.	It does not disappoint customers	The ambiance is cozy , and the book selection is fantastic.	Many people feel grateful for having a place that combines their love for books and a relaxing environment