**Ideation Phase**

**Define the Problem Statements**

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| Date | 01 November 2023 |
| 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.

Graphical user interface, text, application, email

Description automatically generated



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| **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 |