

Customer Problem Statement

Fill out this **Customer Problem Statement** from the perspective of that person with the problem:

I am _____
[Describe a customer/persona along with 3 defining characteristics]

I am trying to _____
[what job are they trying to do?]

But _____
[what is slowing them down or getting in their way? What barrier is blocking them?]

Because _____
[what is the root cause of that barrier?]

Which makes me feel _____
[what is the emotion that they are experiencing due to the barrier?]