Ideation Phase
Define the Problem Statements

Date	14 feb 2026
Team ID	LTVIP2025TMID47517
Project Name	Strategic Product Placement Analysis
Maximum Marks	2 Marks

Customer Problem Statement Template:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a senior cardiologist	identify lifestyle and medical factors contributing to heart disease among patients	I lack an interactive visual analytics system	patient health data is large and complex, and traditional tools like Excel do not reveal clear patterns	uncertain about which risk factors should be prioritized for preventive care
PS-2	a government health policy analyst	analyze heart disease trends across different populations and regions	I don't have a centralized visualization platform	static reports do not allow real-time filtering or comparison of health indicators	under-equipped to propose effective preventive health policies