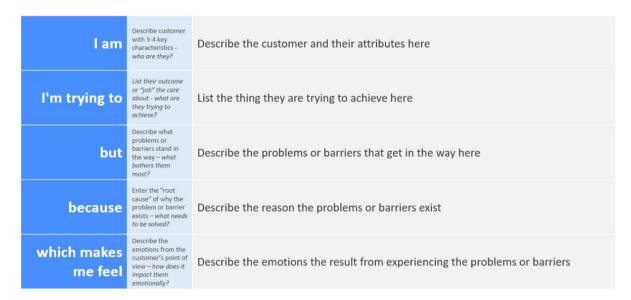
## CookBook: Your Virtual Kitchen Assistant Ideation Phase Define the Problem Statements

Date	5 March 2025
Team ID	SWTID1741287002153639
Project Name	Recipe app
Maximum Marks	2 Marks

## **Customer Problem Statement Template:**

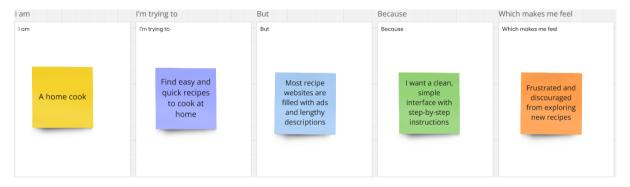
Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.



Reference: https://miro.com/templates/customer-problem-statement/

## **Example:**



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A home cook	Find easy and quick recipes to cook at home	Most recipe websites are filled with ads and lengthy descriptions	I want a clean, simple interface with step-by- step instructions	Frustrated and discouraged from exploring new recipes
PS-2	A beginner in cooking	Learn how to cook different meals	Many recipe platforms assume prior knowledge	I need clear instructions, ingredient measurements, and cooking tips	Overwhelmed and unsure about trying new recipes
PS-3	A health- conscious user	Discover healthy recipes based on my diet	Most apps don't filter recipes based on dietary needs	I need an easy way to find recipes that fit my preferences (e.g., vegan, keto)	Limited in my choices and frustrated with manual searching
PS-4	A busy professional	Plan meals for the week efficiently	Many apps don't offer meal planning features	I need a way to save and organize recipes for quick access	Disorganized and unsure about what to cook daily