**FitFlex: Your Personal Fitness Companion**

**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 10 March 2025 |
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| Project Name | Fitflex |
| Maximum Marks | 4 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.

Graphical user interface, text, application, email

Description automatically generated

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 fitness enthusiast | Track my daily workouts and progress | Most apps are cluttered or require premium subscriptions | I need a simple, free, and user-friendly way to log my activities | Frustrated and discouraged from tracking my fitness journey |
| PS-2 | A beginner in fitness | Start a workout routine and stay consistent | Existing fitness apps are too complicated or overwhelming | I need an easy-to-use interface with basic tracking features | Confused and unmotivated to continue |
| PS-3 | A busy professional | Monitor my steps and calories without manual input | Some fitness apps require too much manual data entry | I need automatic tracking with minimal effort | Annoyed and less likely to maintain consistency |
| PS-4 | A goal-oriented user | Set fitness goals and measure my progress | Most apps lack personalized goal tracking | I want a dashboard that visualizes my improvements over time | Uncertain about my progress and less motivated |