FitFlex: Your Personal Fitness Companion
Ideation Phase
Define the Problem Statements

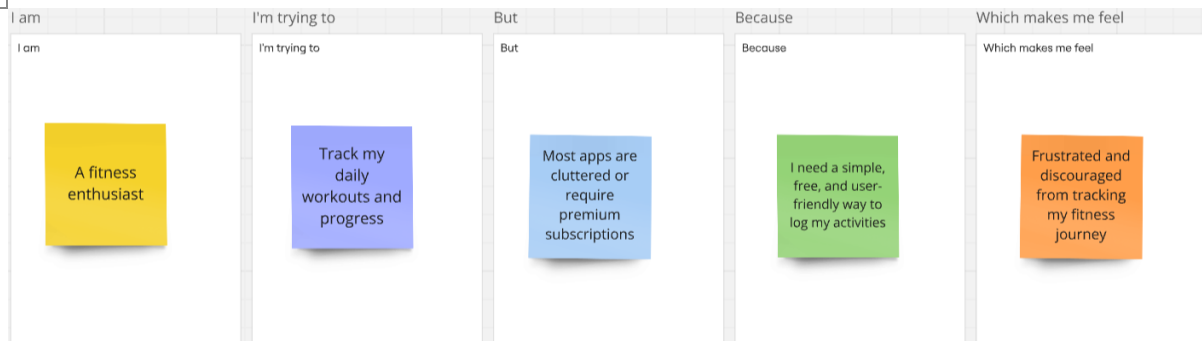|	
Date	5 March 2025
Team ID	SWTID1741149301
Project Name	FitFlex: Your Personal Fitness Companion
Maximum Marks	2 Marks
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Customer Problem Statement Template:

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.

I am	Describe customer with 3-4 key characteristics - *who are they?*	Describe the customer and their attributes here
I'm trying to	*List their outcome or "job" the care about - what are they trying to achieve?*	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way — *what bothers them most?*	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists — *what needs to be solved?*	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view — *how does it impact them emotionally?*	Describe the emotions the result from experiencing the problems or barriers

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

Example:

I am	I'm trying to	But	Because	Which makes me feel
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

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