

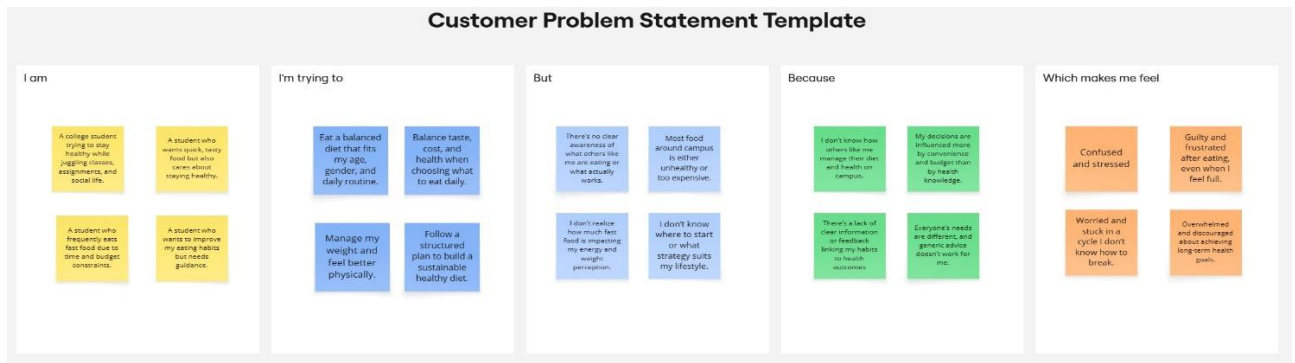
## Ideation Phase

### Define the Problem Statements

Date	28 June 2025
Team ID	LTVIP2025TMID48306
Project Name	<b>Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study</b>
Maximum Marks	2 Marks

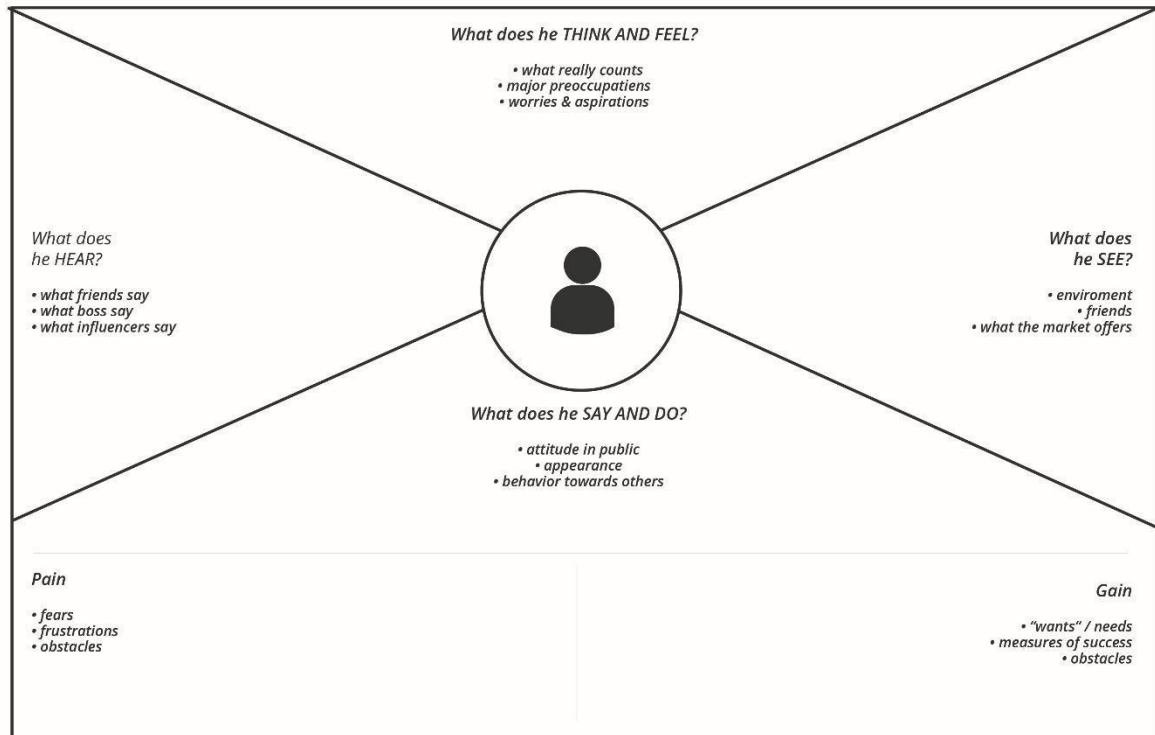
#### Customer Problem Statement Template:

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.



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1: Diet Awareness Gaps	A college student balancing academics and health	Eat a balanced diet that suits my routine	I don't know how others like me manage their diet and health	There's no clear visibility or shared info on peer habits	Confused and unsure if my choices are right
PS-2: Influenced by Convenience	A student who values taste and budget	Choose meals that are both tasty and healthy	Campus food is often unhealthy or costly	My choices are driven more by convenience than health	Guilty and frustrated after eating
PS-3: Fast Food Reliance	A busy student who eats fast food regularly	Manage my weight and feel better physically	I'm unsure how fast food affects my health	There's a lack of feedback or awareness about the impact	Worried and stuck in a bad cycle
PS-4: Need for Personal Guidance	A motivated student wanting to improve diet.	Follow a healthy, personalized diet plan	I don't know what plan suits my lifestyle	Generic advice doesn't match my individual needs	Overwhelmed and discouraged

## Empathy Map



<http://creativecommons.org/licenses/by-sa/4.0/>

Business Model **Toolbox**