

# Ideation Phase

## Customer Problem Statement

### Problem Statement - 1:



### Problem Statement - 2:



### Problem Statement - 3:



### Problem Statement - 4:



**Table for Customer Problem Statement:**

<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
<b>PS-1</b>	<b>a patient</b>	<b>identify whether i am having any heart disease</b>	<b>I am afraid of testing</b>	<b>&gt;it is critical and takes long time &gt;it also involves high cost</b>	<b>frustrated and depressed</b>
<b>PS-2</b>	<b>a food critic</b>	<b>check my cholesterol level</b>	<b>I am scared of injections</b>	<b>it pains and hurts</b>	<b>embarrassed and worried</b>
<b>PS-3</b>	<b>an IT employee</b>	<b>monitor and control blood pressure</b>	<b>I have lot of stress</b>	<b>I have plenty of works regarding projects and targets</b>	<b>sad and uncomfortable</b>
<b>PS-3</b>	<b>a chainsmoker</b>	<b>detect the level of carotid plaque</b>	<b>I feel guilty to approach a doctor</b>	<b>I know that smoking is harmful and injurious to health</b>	<b>insult and shame</b>