

Ideation Phase
Define the Problem Statements

Date	3 September 2022
Team ID	PNT2022TMID02
Project Name	Nutrition Assistant Application
Maximum Marks	2 Marks

Customer Problem Statement Template:

A problem statement is created to understand customer's point of view. The Customer Problem Statement template helps us focus on what matters to create experiences people will love.

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

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

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a student	I'm trying to reduce my weight.	I'm unaware about the food habits.	There are so many types of diets to follow	Confused
PS-2	a pregnant women	To follow a proper food diet.	I'm not sure on what to have and what not to.	There are so many foods that seem to be healthy but actually not.	Unclear
PS-3	a student	reduce my weight as I have PCOS.	I'm not sure what diet to follow	I don't know what type of food should be consumed by me	Frustrated
PS-4	a diabetic patient	get a clear idea on the food habits for me.	but i dont know where to gain the knowledge about it.	There are so resourses for nutrition health but no clear idea.	Confused

