

## Ideation Phase

### Define the Problem Statements

Date	29 September 2022
Team ID	PNT2022TMID36412
Project Name	Project - Nutrition Assistant Application
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.

<b>I am</b>	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	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 Obese	I'm trying to Lose my unnecessary fats	But More intake of food	Because calories of food not known	Which makes me feel Insecured
I am Underweight person	I'm trying to Lose my unnecessary fats	But Less amount of food intake	Because No proper nutritional advisory	Which makes me feel Frustrated
I am Everyone who wants to maintain diet	I'm trying to Lead healthy lifestyle	But Intake of unhealthy food	Because Unaware of nutritional & low calorie food	Which makes me feel Upset

<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>
PS-1	Obese	Lose my unnecessary fats	More Intake of food	Calories of food not know	In-secured
PS-2	Underweight Person	Lose my unnecessary fats	Less amount of food intake	No proper nutritional Advisory	Frusturated
PS-3	Everyone who wants to maintain diet	Lead healthy lifestyle	Intake of unhealthy food	Unaware of nutritonal & low calorie food	Upset