**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 19 September 2022 |
| Team ID | PNT2022TMID07098  **Explore AS, differentiate**  **Deﬁne CS, ﬁt into CC** |
| Project Name | Nutrition Assistance 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.

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

**Example:**

Chart, treemap chart

Description automatically generatedGraphical user interface, text, application, email

Description automatically generated

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| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | Working parents | Trying to have homemade and organic food for my family | I don’t find time to prepare fresh food. | Because I am busy with work I don’t find time to cook which leads to wastage of food. | Which makes me sad. |
| PS-2 | A busy student | To do regular exercise and keep my body fit | But I don’t have time and money | Because I have a tight schedule and the gym membership is expensive. | Which makes me feel I can never achieve my goal |
| PS-3 | A sporty student | To have a healthy diet | But it’s difficult | Because I need to track my calories and nutrients intake | frustrated |