

## Ideation Phase

### Define the Problem Statements

Date	25 September 2022
Project Name	AI POWERED NUTRITION ANALYZER FOR FITNESS ENTHUSIASTS
Maximum Marks	2 Marks

**Team Size:** 4

**Team Leader:** THIRISHAL S

**Team Members:**

1. YUVARAJ M
2. P THARUN
3. SANTHOSH S

### **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.

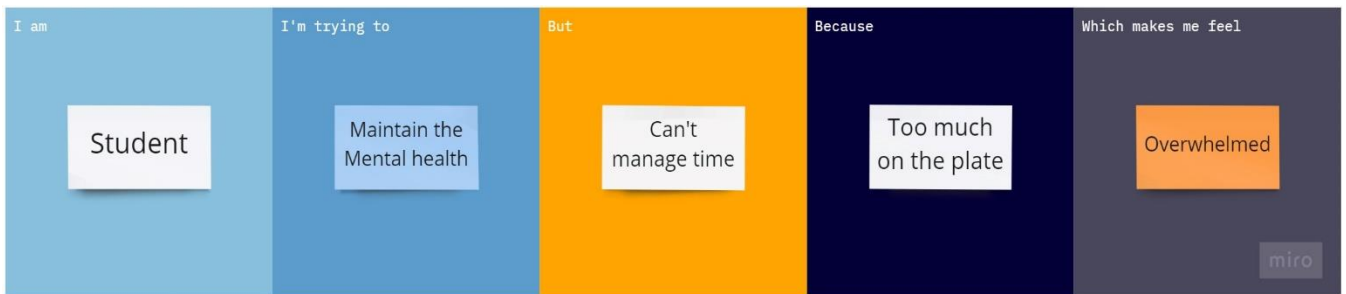
A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

<b>I am</b>	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
<b>I'm trying to</b>	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
<b>but</b>	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
<b>because</b>	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
<b>which makes me feel</b>	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 - 1



## PROBLEM - 2



## PROBLEM - 3



## PROBLEM - 4



<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	Celebrity	Maintain fitness	Not able to maintain the physique	Sudden appointments	Confused
PS-2	Student	The mental health	Can't manage time	To much on the plate	Overwhelmed
PS-3	Children	Maintain good health	I am adamant	Food not tasty	Sad
PS-4	Employee	Maintain the health	Not able to maintain the health	Work life imbalance	Stressed