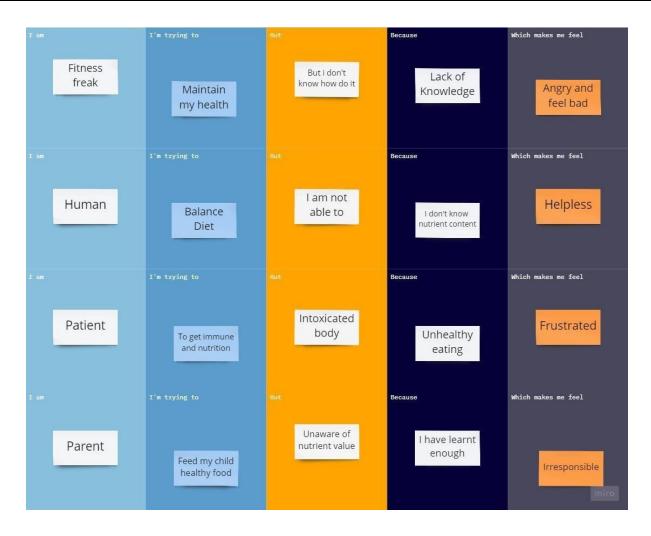
Ideation Phase Define the Problem Statements

Customer Problem Statement Template:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Fitness freak	Maintain my health	But i don't know how do it	Lack of Knowledge	Angry and feel bad



PS-2	Human	Balance Diet	I am not	I don't	Helpless
			able to it	know	
				nutrient	
				content	

PS-3	Patient	To get immune and nutrition	Intoxicated body	Unhealthy eating	Frustrated
PS-4	Parent	Feed my child healthy food	Unaware of nutrient value	I have learnt enough	Irresponsible