

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 able to it	I don't know nutrient content	Helpless
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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