

Ideation Phase

Define the Problem Statements

Date	16 october 2022
Team ID	PNT2022TMID40151
Project Name	Project - AI-powered Nutrition Analyzer for Fitness Enthusiasts
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.

I am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	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	I'm trying to	But	Because	Which makes me feel
a traveler	book flights on my phone	it takes a long time	The website is not responsive and doesn't have a mobile version	Frustrated

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Good Quality	Easy to buy	Opponent play vital role	Competitions of new one	Enlightenment in all areas
PS-2	Good Cost	Full efficiency of product	High Branching Factor	Demand	Heart felt desires

Iam (Customer)	Good Quality	Product must be good quality to buy
I'm trying to	Easy to buy	It must be Easily Gettable one
But	Opponent play vital role	In market better product plays a vital role
Because	Competions of new one	New product makes new feel to buyer
Which makes me feel	Enlightenment in all areas	Good condition of product enlighten all product

Iam (Customer)	Good Cost	It has great user onboarding and great positioning
I'm trying to	Full efficiency of product	Marketing strategies increase its revenue
But	High Branching Factor	Higher branches factors make algorithms that follows every branch and every code
Because	Demand	Demand related to a customer's desire to purchase goods
Which makes me feel	Heart felt desires	Want to connect with the hearts and minds of the customer