**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date | 6 September 2022 |
| Team ID | PNT2022TMID32891 |
| Project Name | Nutrition Assistant 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.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**



|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | IT professional | Maintain a healthy and balanced diet. | I don’t have time for that. | My job is a 9-5 hectic job and I stay at the same chair for the entire day. | Like I am overweight and lazy. |
| PS-2 | Student | Improve the health and the memory power. | I am unaware of what to eat. | I don’t have more knowledge about nutrition. | Like I am weak and I have less memory power. |