

## Ideation Phase

### Define the Problem Statements

Date	27 September 2022
Team ID	PNT2022TMID33736
Project Name	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.

<b>I am</b>	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way -- what bothers them most?	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 -- what needs to be solved?	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	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

#### Example:

Worldwide are using predictive analytics artificial intelligence and natural language processing to help scores of fitness enthusiasts to track and monitor their nutrition and calorie intake. AI and its various subset leveraged by these platforms to identify the

calorie intake and also to make food recommendations for a healthy diet. Platform uses NLP and mathematical models from the optimization theory and predictive analysis. AI applications are Neutrino, FitGenie.

<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But Because</b>	<b>Which makes me feel</b>
PS-1	Fat customer	To reduce the weight and form correct weight	Heart disease More cholesterol	If the person reduce the weight feel like flexible and happy
PS-2	Lean customer	To gain correct weight	Sugar, weak bone Does not eat the proper food at correct time	If the person gain the weight feel like energy and satisfied