

## Ideation Phase Define the Problem Statements

|               |  |
|---------------|--|
| Date          | 19 September 2022  |
| Team ID       | PNT2022TMID38702   |
| Project Name  | AI powered nutrition analyzer for fitness enthusiast project |
| 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>                | <small>Describe customer with 3-4 key characteristics - who are they?</small>                                 | Describe the customer and their attributes here                             |
| <b>I'm trying to</b>       | <small>List their outcome or "job" the care about - what are they trying to achieve?</small>                  | List the thing they are trying to achieve here                              |
| <b>but</b>                 | <small>Describe what problems or barriers stand in the way - what bothers them most?</small>                  | Describe the problems or barriers that get in the way here                  |
| <b>because</b>             | <small>Enter the "root cause" of why the problem or barrier exists - what needs to be solved?</small>         | Describe the reason the problems or barriers exist                          |
| <b>which makes me feel</b> | <small>Describe the emotions from the customer's point of view - how does it impact them emotionally?</small> | Describe the emotions the result from experiencing the problems or barriers |

Reference: [https://miro.com/app/board/uXjVPR9IX14=](https://miro.com/app/board/uXjVPR9IX14=/)

### Example:

| I am                     | I'm trying to   | But  | Because   | Which makes me feel  |
|--------------------------|---|--|---|--|
| I'M Professional student | AI powered nutrition Analyze for fitness enthusiast project | Food is essential for human life and has been the concern of | The app heavily relies on AI to produce customised data regarding | We will defanattly look into this and take the necssasasarry actions |

| Problem Statement (PS) | I am (Customer) | I'm trying to | But | Because | Which makes me feel |
|------------------------|-----------------|---------------|-----|---------|---------------------|
|------------------------|-----------------|---------------|-----|---------|---------------------|

|      |                          |  |   |   |  |
|------|--------------------------|--|---|---|--|
| PS-1 | I'm professional student | AI powered nutrition analyzer for fitness enthusiast project | Does well at tracking calories extremely pushy marketing    | We want you to have with helthify me another chance of life | Amazing app real earliyer it's now loaded with pop ups and the detriented trackinnng |
|      |                          | so rate of people use this service is very nice              | on unless and otherwise in the field( see in is believing). | deaf and dumb used for sign language.                       | in very understanding can be use to real time communication                          |