

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID43434
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.

Example:

I am a 42 years old, businessman	I'm trying to make my body fit	But I couldn't go to a gym	Because I have a busy schedule all day	Which makes me feel frustated
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I am an employee	I'm trying to be fit	But I cannot follow the fitness schedule	Because I am too lazy	Which makes me feel hopeless
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
User from a busy work	businessman	make me fit	I couldn't go to a gym	of my busy schedule	frustrated.
User who is lazy	an employee	be fit	I cannot follow the fitness schedule	of my laziness	hopeless.