

Ideation Phase

Define the Problem Statements

Date	9 September 2022
Team ID	PNT2022TMID05062
Project Name	AI-Powered Nutrition Analyst And Fitness Enthusiasts
Maximum Marks	2 Marks

Customer Problem Statement :

Food patterns and diet are important factors to improve the lifestyle by preventing diseases. The food industry comprises complexities, and the journey for innovation in the food industry is long, from idea generation to commercialization. It is reported that diet significantly influences the evolution of CNCD (chronic non-communicable diseases), including, cardiovascular diseases, depression, and obesity. Further, product ideas and advanced packaging demand thorough data collection, testing, and certification before approaching consumers. If this work is performed manually, it brings high possibilities of errors that ultimately lead to time and money wastage with no beneficial outcomes. Here AI in nutrition plays a significant role in offering the extraordinary potential for preventing diseases and better treatment methods.

Traditional data recording and calculation methods were tedious and not free from human errors; luckily, disruptive digital technologies stepped in to record data and calculated mission-based statistics effectively. Transformation offers a strong basis to use previous data to better the next generation. Artificial intelligence and machine learning in nutrition use raw data and extract competitive features that are advantageous for predicting better dietary plans.

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	Fitness Advices	Maintain Fitness and Health	Not able to Maintain The Health	Can't Find and Follow the right Food	Frustrated
PS-2	Food Recommendation	Analyse the Food Quality	It leads to Complex on Manual Process	It takes more time And Inaccuracy	Health Issues