

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID05499
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.

I am	<small>Describe customer with 3-4 key characteristics - who are they?</small>	Describe the customer and their attributes here
I'm trying to	<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
but	<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
because	<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
which makes me feel	<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/templates/customer-problem-statement/>

Example:

<small>I am</small> a traveler	<small>I'm trying to</small> book flights on my phone	<small>But</small> it takes a long time	<small>Because</small> The website is not responsive and doesn't have a mobile version	<small>Which makes me feel</small> Frustrated
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AI-powered Nutrition Analyzer for Fitness Enthusiasts

Problem Statement:

- The main problem faced by fitness enthusiasts is tracking their daily nutrition intake which is important to stay fit. But in today's bustling society and availability of abundant resources online about fitness, tracking nutrition will become more challenging and inaccurate. Fitness enthusiasts normally follow their diet plans but they struggle tracking nutritional contents of the food. Fruits are rich in vitamins, fibers, and minerals which makes them easily digestible, but over-consumption will result in weight gain and even diabetes as fruit contains natural sugar.
- Fitness enthusiasts follow a diet which contains fruits, vegetables, protein rich foods and low carb foods. But tracking their nutritional contents like fiber, protein and essential nutrients will not be an easy task. Some fruits are allergic to some consumers based on their medical condition. Which they need to identify before consuming.
- Identifying nutritional values of unknown food and fruit varieties will become impossible without online technologies as they have no prior knowledge about them.