

Ideation Phase

Define the Problem Statements

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|---------------|--------------------------------------------------------------|
| Date | 27 june2025 |
| Team ID | LTVIP2025TMID59173 |
| Project Name | HealthAI: Intelligent Healthcare Assistant Using IBM Granite |
| 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 | Describe customer with 3-4 key characteristics - <i>who are they?</i> | Describe the customer and their attributes here |
| I'm trying to | List their outcome or "job" the care about - <i>what are they trying to achieve?</i> | List the thing they are trying to achieve here |
| but | Describe what problems or barriers stand in the way - <i>what bothers them most?</i> | Describe the problems or barriers that get in the way here |
| because | Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i> | Describe the reason the problems or barriers exist |
| which makes me feel | Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i> | Describe the emotions the result from experiencing the problems or barriers |

Reference: <https://miro.com/templates/customer-problem-statement/>

Example:

| | | | | |
|--------------------|-------------------------------------------|-----------------------------|----------------------------------------------------------------------------|-----------------------------------|
| I am a traveler | I'm trying to book flights on my phone | But it takes a long time | Because The website is not responsive and doesn't have a mobile version | Which makes me feel Frustrated |
|--------------------|-------------------------------------------|-----------------------------|----------------------------------------------------------------------------|-----------------------------------|

Customer Problem Statements – Health AI

| Parameter | Problem Statement PS-1 | Problem Statement PS-2 |
|----------------------------|----------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
| I am (Customer) | A working professional living in a semi-urban area | A college student managing my studies and health |
| I'm trying to | Identify whether my health symptoms require immediate medical attention | Track my health metrics and prevent future illness through early warning signs |
| But | I don't have time to visit a doctor or access to affordable healthcare services nearby | I lack access to personalized tools or apps that help me understand health trends based on my data |
| Because | Medical centers are far away, and online health advice is often unreliable or generic | Most apps are either too complex, not AI-driven, or don't provide medical insight |
| Which makes me feel | Anxious, unsure, and vulnerable about my health decisions | Confused, overwhelmed, and less motivated to monitor my health regularly |