

## Ideation Phase

### Define the Problem Statements

Date	21 December 2025
Team ID	LTVIP2026TMIDS52620
Project Name	Heart Disease Analysis
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>	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the user wants - what are they trying to achieve?	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - what hinders them most?	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

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

<b>I am</b> a doctor handling heart disease patients	<b>I'm trying to</b> analyze patient health data quickly	<b>But</b> manual analysis takes time	<b>Because</b> large data volume makes risk factor identification difficult	<b>Which makes me feel</b> overwhelmed
<b>I am</b> a patient concerned about my heart health	<b>I'm trying to</b> understand my heart disease risk level	<b>But</b> Medical reports are hard to interpret	<b>Because</b> No clear, simple system explains risk	<b>Which makes me feel</b> confused & anxious

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A doctor or healthcare professional handling heart disease patients.	Analyze patient health data quickly to identify heart disease risks early.	Manual analysis of multiple medical parameters takes time and may lead to error	Large volumes of patient data make it difficult to identify important risk factors accurately.	Overwhelmed and concerned about missing early warning signs in patients.
PS-2	A patient concerned about my heart health.	Understand my risk level and take preventive action early.	Medical reports are complex and difficult for me to interpret.	There is no simple system that clearly explains heart disease risk in an easy way.	Confused and anxious about my health condition.