

## Ideation Phase

### Define the Problem Statements

Date	25 MAY 2025
Team ID	LTVIP2025TMID48176
Project Name	Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study
Maximum Marks	2 Marks

#### Customer Problem Statement:

Customer Problem Statement Template	Response
I am	College student
I'm trying to	Make informed dietary decisions and promote healthy eating habits among students
But	I lack access to clear, actionable, and visual insights about nutritional intake, food preferences, and health trends
Because	The available dietary data is unorganized, underutilized, or difficult to interpret for making real-time or long-term decisions
Which makes me feel	Frustrated, uncertain, and less capable of improving student health and well-being effectively

#### PROBLEM STATEMENT (PS1):

I am a college student trying to eat healthily on campus but I don't have access to personalized dietary feedback or easy-to-understand nutritional insights, which makes me feel confused and often demotivated to improve my eating habits.

#### 2.2 Empathy map

The empathy map for the given problem statement is below.

