FitFlex: Your Personal Fitness Companion Ideation Phase Define the Problem Statements

Date	5 March 2025	
Team ID	SWTID1741201218149343	
Project Name	FitFlex: Your Personal Fitness Companion	
Maximum Marks	2 Marks	
Team Leader	S.Muthu Valli	
Email ID	12334bca22@princescience.in	
Team Member	M.Ramya	
Email ID	11902bca22@princescience.in	
Team Member	E. Pooja	
Email ID	12285bca22@gmail.com	
Team Member	S.K.Sanjitha	
Email ID	12237bca22@princescience.in	

Customer Problem Statement Template:

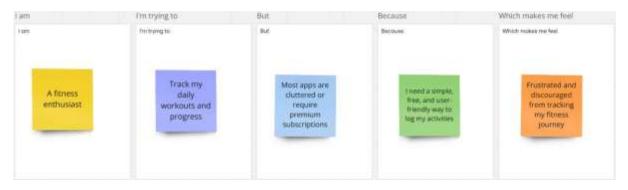
Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

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.



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	A fitness enthusiast	Track my daily workouts and progress	Most apps are cluttered or require premium subscriptions	I need a simple, free, and userfriendly way to log my activities	Frustrated and discouraged from tracking my fitness journey
PS-2	A beginner in fitness	Start a workout routine and stay consistent	Existing fitness apps are too complicated or overwhelming	I need an easyto-use interface with basic tracking features	Confused and unmotivated to continue
PS-3	A busy professional	Monitor my steps and calories without manual input	Some fitness apps require too much manual data entry	I need automatic tracking with minimal effort	Annoyed and less likely to maintain consistency
PS-4	A goaloriented user	Set fitness goals and measure my progress	Most apps lack personalized goal tracking	I want a dashboard that visualizes my improvements over time	Uncertain about my progress and less motivated