

**Ideation Phase**  
**Define the Problem Statements**

Date	28 June 2025
Team ID	LTVIP2025TMID51433
Project Name	Comprehensive Analysis and Dietary Strategies with Tableau : A College Food Choices Case Study
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>Food Choice motives</b> <b>"It is Important to Me that the Food I Eat on a Typical Day..."</b>		
<b>Health</b> -Contains a lot of vitamins and minerals -Keeps me healthy -Is nutritious -Is high in protein -Is good for my skin/ teeth/ hair/ nails etc. -Is high in fiber and roughage	<b>Sensory appeal</b> -Smells nice -Looks nice -Has a pleasant texture -Tastes good	<b>Weight control</b> -Is low in calories -Helps me control my weight -Is low in fat
<b>Mood</b> -Helps me cope with stress -Helps me to cope with life -Helps me relax -Keeps me awake/alert -Cheers me up -Makes me feel good	<b>Natural Content</b> -Contains no additives -Contains natural ingredients -Contains no artificial ingredients	<b>Familiarity</b> -Is what I normally eat -Is well-known -Is like the food I ate when I was a child
<b>Convenience</b> -Is easy to prepare -Can be cooked very simply -Takes no time to prepare -Can be bought in shops close to where I live or work -Is easily available in shops and supermarkets	<b>Price</b> -Is not expensive -Is cheap -Is good value for money	<b>Ethical concern</b> -Comes from countries I approve of politically -Has the country of origin clearly marked -Is packaged in an environmentally friendly way