

Ideation Phase

Define the Problem Statements

Date	23 January 2025
Team ID	LTVIP2025TMID49371
Project Name	Comprehensive Analysis & Dietary Strategies
Maximum Marks	2 Marks

Customer Problem Statement Template:

A **Customer Problem Statement** is a clear and concise description of the challenges or pain points a specific user or customer is facing. It focuses on the user's needs, the obstacles they encounter, and the impact those obstacles have on their experience. This statement is essential in user-centered design and product development because it ensures that solutions are built around real user problems, not assumptions.

I am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	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

Example:

I am a first-year college student living away from home for the first time,	Trying to learn how to plan and cook my own meals,	But I end up ordering food online most days,	Because I don't know how to cook or manage grocery shopping,	Which makes me feel dependent, frustrated, and financially stressed.
I am someone who wants to eat healthy on a student budget	trying to make better food choices	but I keep falling back into unhealthy patterns during Exams	because I depend on caffeine and packaged food	which makes me feel overwhelmed and anxious about my eating habits.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	College Student living away from home	Trying to plan how to cook my own meals	I end up ordering foods	I don't know how to cook	Dependent, frustrated and financially stressed
PS-2	I am a student wants to eat healthy on budget	Make better food choices	Falling back into unhealthy patterns	I depend on packaged food	Anxious about my eating habits