

Ideation Phase

Define the Problem Statements

Date	4 November 2023
Team ID	NM2023TMID02112
Project Name	Food Tracking System
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.

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

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

Example:

I am a traveler	I'm trying to book flights on my phone	But it takes a long time	Because The website is not responsive and doesn't have a mobile version	Which makes me feel Frustrated
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	ARCHANA	Trying to deliver Tasty Food	But some problems are occur to reach the target.	By becoming over-reliant on these digital tools, you risk losing connection with your body's natural hunger	Tracking helps you remain mindful of what you eat because you have to log it. Provides you a better understanding of your current eating habits. In order to reach your nutrition goals, you need to know

				and fullness cues.	what your starting point is so you can make an attainable plan with steps to reach your goal.
PS-2	SREE PRIYA	Trying to deliver quickly	But some problems are occur to reach the target.	While tracking your food choices can be beneficial because it provides more insight into the nutrients and calories you consume each day, this could also turn into an unhealthy habit where a constant worry over food choices can lead you to sacrificing the nutritional quality of foods to reach a goal.	Once you start tracking your food, you become aware of the good —and bad— that you've been putting into your body. In addition, tracking your food provides the awareness you need to stay on top of the nasty habits you've tried to ignore for so long.

