**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 27 June 2025 |
| Team ID | LTVIP2025TMID48418 |
| Project Name | 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.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | An Environmental Researcher | Analyze pollen samples quickly to track plant biodiversity and seasonal changes. | the process of manually classifying pollen grains is time-consuming and error-prone. | it requires microscopic analysis and domain expertise for accurate identification. | overwhelmed and inefficient in monitoring ecological health. |
| PS-2 | a *healthcare professional treating allergy patients*. | identify the specific pollen allergens affecting my patients. | I can't reliably determine the exact types of pollen in environmental samples. | the existing identification methods are manual, slow, and often lack precision. | frustrated and concerned about the accuracy of my diagnoses and treatment plans. |