

Ideation Phase

Define the Problem Statements

Date	27 June 2025
Team ID	LTVIP2025TMID59196
Project Name	HealthAI – Intelligent Healthcare Assistant
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your healthcare user's point of view. The Customer Problem Statement template helps you focus on the real pain points in healthcare, making HealthAI more user-centered and impactful.

A well-articulated healthcare problem statement allows your team to find effective digital health solutions tailored to the needs of patients, caregivers, or healthcare professionals. It also strengthens empathy, helping you design features that genuinely improve health outcomes.

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	an elderly person with chronic illness
I'm trying to	monitor my daily health condition and get advice
But	I don't understand how to use health monitoring apps
Because	most apps are not designed for people with low tech literacy
Which makes me feel	worried and left out

I am - an elderly person with chronic illness

I'm trying to - monitor my daily health condition and get advice

But - I don't understand how to use health monitoring apps

Because - most apps are not designed for people with low tech literacy

Which makes me feel - worried and left out

Fillable Table:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a diabetic patient	track my blood sugar levels daily	I forget or skip entries	there's no intelligent reminder system	frustrated and worried
PS-2	a family caregiver	monitor my elderly parent's health remotely	the information is scattered across different apps	there's no centralized AI assistant	overwhelmed and anxious