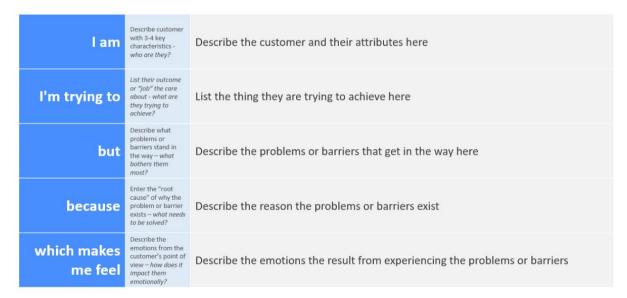
FitFlex: Your Personal Fitness Companion Ideation Phase Define the Problem Statements

Date	5 March 2025		
Team ID	SWTID1741285623158139		
Project Name	FitFlex		
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.



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

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A fitness enthusiast	Track my daily workouts and progress	Most apps are cluttered or require premium subscriptions	I need a simple, free, and user- friendly way to log my activities	Frustrated and discouraged from tracking my fitness journey
PS-2	A beginner in fitness	Start a workout routine and stay consistent	Existing fitness apps are too complicated or overwhelming	I need an easy- to-use interface with basic tracking features	Confused and unmotivated to continue
PS-3	A busy professional	Monitor my steps and calories without manual input	Some fitness apps require too much manual data entry	I need automatic tracking with minimal effort	Annoyed and less likely to maintain consistency
PS-4	A goal- oriented user	Set fitness goals and measure my progress	Most apps lack personalized goal tracking	I want a dashboard that visualizes my improvements over time	Uncertain about my progress and less motivated