

Ideation Phase

Define the Problem Statements

Date	25 June 2025
Team ID	LTVIP2025TMID51754
Project Name	Comprehensive Analysis and Dietary Strategies with Tableau: 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.

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



Example:

Problem Statement (S)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A college student trying to eat healthy	Track my nutrition, calories, and food sources	Cafeteria food is not transparent and detailed	Hard to compare nutrition vs. cost	Unaware and anxious about unhealthy cheap meals
PS-2	A diet-conscious student on a budget	Choose meals that are both healthy and affordable	Lack of actionable student data	No data integration from cafeteria, app, or surveys	Frustrated with low impact interventions
PS-4	A campus nutritionist or health officer	Promote healthy eating habits among students	Raw data is scattered unstructured	No central visualization or behavioral clustering	Unable to extract meaningful insights
PS-5	A data analyst working on student wellness	Identify food behavior patterns and trends	Raw data is scattered unstructured	Blind to what students want or reject	Blind to what students want or reject

