Ideation Phase
Define the Problem Statements

Date	19 June 2025
Team ID	LTVIP2025TMID48179
Project Name	Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study
Maximum Marks	2 Marks

Customer Problem Statement:

Customer Problem Statement Template	Response
I am	College student
I'm trying to	Make informed dietary decisions and promote healthy eating habits among students
But	I lack access to clear, actionable, and visual insights about nutritional intake, food preferences, and health trends
Because	The available dietary data is unorganized, underutilized, or difficult to interpret for making real-time or long-term decisions
Which makes me feel	Frustrated, uncertain, and less capable of improving student health and well-being effectively

PROBLEM STATEMENT (PS1):

I am a college student trying to eat healthily on campus but I don't have access to personalized dietary feedback or easy-to-understand nutritional insights, which makes me feel confused and often demotivated to improve my eating habits.

2.2 Empathy map

The empathy map for the given problem statement is below.

What do they think and feel?

• "Is what I eat affecting my focus?"
• "Healthy food is hard to stick to."
• Feels confused, guilty after junk food, but curious and willing to improve
• Worries silently about weight or tiredness

What do they hear?

• Health advice from peers, parents, influencers
• Nutrition facts in books or on websites
• University posters about healthy eating
• Friends talking about dieting or gym routines

What do they see?

• Cafeteria food choices daily
• Confusing nutrition labels
• Social media promoting both healthy and unhealthy food
• Food delivery apps and cheap fast food nearby

What do they say and do?

• "I wish I could track my diet easily."
• "Does this even have any vitamins?"
• Occasionally uses fitness apps
• Eats based on mood, time, or money
• Asks peers for advice more than professionals

Pain

Lack of real-time data
Difficulty in visualizing trends
Inability to personalize health plans

Gain

• Interactive Tableau dashboards that flag concerning trends instantly
• Predictive analytics to prioritise high-risk cohorts
• Shareable visuals for quick decision-making with campus leaders

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