

Ideation Phase

Define the Problem Statements

Date	
Team ID	
Project Name	FitFlex:Your Personal Fitness Companion
Maximum Marks	

Customer Problem Statement Template:

I am

An individual who regularly engages with fitness content through digital platforms.
Someone who values a personalized, motivating, and accessible workout experience.
A user looking for convenience, variety, and high-quality fitness programs.

I'm trying to

Discover workouts that are fresh, engaging, and tailored to my specific fitness goals.
Enjoy a hassle-free training experience without interruptions or information overload.

But

The workout recommendations feel irrelevant or repetitive.
The app's interface is cluttered, making it hard to navigate or discover new workouts.
There are frequent interruptions due to loading issues or distracting ads.

Because

The recommendation algorithm doesn't accurately capture my fitness interests.
The app's layout and search features are not optimized for easy workout discovery.
The platform lacks sufficient filtering and sorting options to match my fitness preferences.

Which makes me feel

An individual who regularly engages with fitness content through digital platforms.
Someone who values a seamless and personalized workout experience.
A user looking for convenience, variety, and high-quality training programs.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A user looking for a platform with a more personalized and seamless workout discovery experience.	Easily discover fresh workouts and enjoy uninterrupted streaming.	I encounter irrelevant workout recommendations, a cluttered interface, and technical issues with streaming workouts.	The recommendation engine and search features are not optimized for personalized workout suggestions.	Dissatisfied with the platform and hesitant to continue using it for my fitness routines.
PS-2	A fitness enthusiast who prefers a smooth and engaging workout streaming experience.	Enjoy workouts without interruptions or distractions from ads or technical issues.	The platform has frequent buffering, ad interruptions, and occasional streaming failures during workouts.	The platform's infrastructure is not well-optimized for high traffic and smooth delivery of fitness videos.	Frustrated and inclined to explore alternative fitness platforms.