

Ideation Phase

Define the Problem Statements

Date	19 Oct 2023
Project Name	Data Driven Insights on Olympic sports and Participation

Customer Problem Statement Template:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	coach	Optimize training strategies	struggle to effectively track and analyze athlete performance data in Olympic sports	I lack in data	Confused and sad
PS-2	stakeholders	Identify opportunities for increased diversity and inclusivity	lack comprehensive and easily accessible data-driven insights on Olympic sports participation trends	Data analyzers	low
PS-3	Athlete	Trying to integrate wearable technology and data analytics to monitor and improve performance	Its difficult for me to choose	Limiting my ability to leverage technological advancements in olympic sports	Confused and lost