

Ideation Phase

Define the Problem Statements

Date	8 th June 2025
Team ID	LTVIP2025TMID48638
Project Name	Comprehensive Analysis and Dietary strategies with tableau: A college food 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.

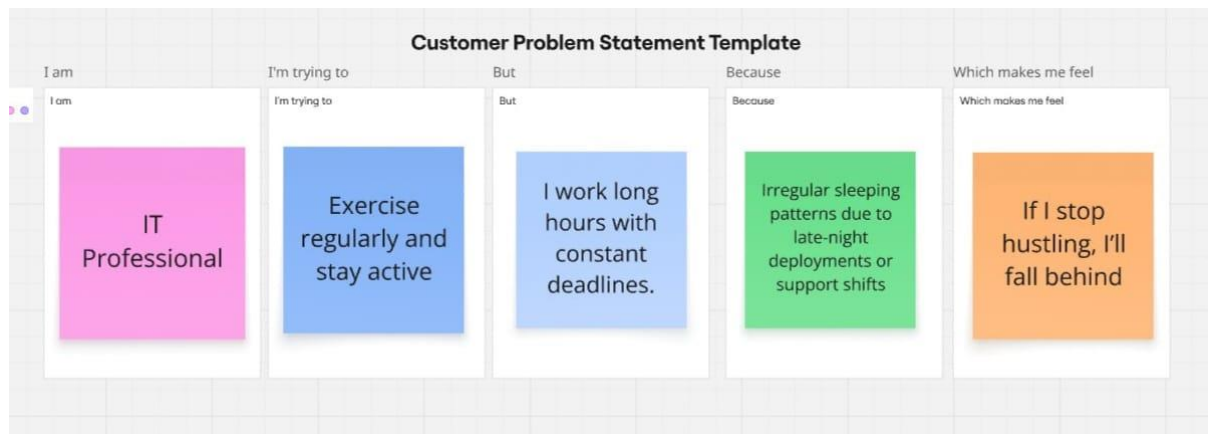
A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

Defining problem statements for the topic: **Comprehensive Analysis and Dietary strategies with tableau: A college food case study.**

Customer Problem Statement Template

I am	I'm trying to	But	Because	Which makes me feel
<div style="background-color: yellow; padding: 10px; margin: 5px auto; width: 80%;"> Construction Worker , a Laborer </div>	<div style="background-color: lightblue; padding: 10px; margin: 5px auto; width: 80%;"> Rely on energy drinks or low-cost meals. </div>	<div style="background-color: lightblue; padding: 10px; margin: 5px auto; width: 80%;"> He can't afford nutritious food, relying on cheap, high-calorie street food (rice, oil, tea). </div>	<div style="background-color: lightgreen; padding: 10px; margin: 5px auto; width: 80%;"> He lacks knowledge about balanced diets or hydration needs. </div>	<div style="background-color: orange; padding: 10px; margin: 5px auto; width: 80%;"> Worried about not being able to keep up with the physical demands. </div>



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Construction Worker	Rely on energy drinks or low-cost meals	Can't afford nutritious food, relying on cheap, high calorie, street food	He lacks knowledge about balanced or hydration needs	Worried about not being able to keep up with the physical demands.
PS-2	IT Professional	Exercise regularly and stay active	I work long hours with constant deadlines	Irregular sleeping patterns due to late-night deployments or support shifts	If I stop hustling, I'll fall behind