Ideation Phase

Define the Problem Statements

Date	25 may 2025
Team ID	LTVIP2025TMID48547
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.

lam	a college student with limited time, a tight budget, and a desire to stay healthy while managing a busy academic schedule.
I'm trying to	make informed, balanced food choices on campus that meet my nutritional needs and fit within my budget.
but	I struggle to access clear, personalized insights about the nutritional content and cost of the food available to me on campus.
because	the data about food options is scattered, unorganized, and not visualized in a way that supports quick, informed decision-making
which makes me feel	frustrated, overwhelmed, and uncertain about whether I'm eating in a way that supports my health and energy needs.

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

a college student with limited time, a tight budget, and a desire to stay healthy while managing a busy academic schedule.	make informe balanced foo choices on cam that meet m nutritional nee and fit within r budget.	d pus y eds	I struggle to clear, perso insights ab nutritional and cost of available to camp	onalized oout the content the food o me on	optio und not way qu	data about food ons is scattered, organized, and visualized in a that supports lick, informed cision-making.	o w su	frustrated, verwhelmed, and uncertain about thether I'm eating in a way that upports my health nd energy needs.	
Problem Statement (PS)	l am	ľm	trying to	But		Because		Which makes	me feel

PS-1	a college	make	I struggle	the data about	frustrated,
	student	informed,	to access	food options is	overwhelmed, and
	with limited	balanced	clear,	scattered,	uncertain about
	time, a tight	food choices	personali	unorganized,	whether I'm eating in
	budget, and	on campus	zed	and not	a way that supports
	a desire to	that meet my	insights	visualized in a	my health and energy
	stay healthy	nutritional	about the	way that	needs.
	while	needs and fit	nutritiona	supports quick,	
	managing a	within my	I content	informed	
	busy	budget.	and cost	decisionmaking.	
	academic		of the		
	schedule.		food		
			available		
			to me on		
			campus.		

PS-2	a university nutritionist responsible for supporting student health through meal planning and education.	identify patterns in student food choices to design better dietary strategies and recommend healthier, more appealing meal options.	I can't easily track or analyze large volumes of meal data or student preferenc es in a visual, actionabl e format.	the data is stored in multiple systems and lacks realtime visualization tools that can reveal trends or problem areas.	ineffective, concerned, and unable to confidently support students with datadriven dietary guidance.
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