**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID60012 |
| Project Name | HealthAI: Intelligent Healthcare Assistant Using IBM Granite |
| 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.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | a health-conscious individual living in a semi-urban area. | understand if my symptoms are serious and what actions I should take. | I can’t access a doctor quickly and searching online gives me vague or scary results. | healthcare services are either overbooked or too expensive for frequent consultations. | anxious, uncertain, and worried that I might overlook a serious health issue. |
| PS-2 | a working professional trying to stay on top of my health. | get clear, personalized insights from my health data like heart rate and blood pressure. | most health apps just show raw numbers without any guidance or interpretation. | they lack intelligence and don’t consider my personal context. | frustrated and unsupported in making informed decisions about my health. |