**Ideation Phase**

**Problem Statements**

|  |  |
| --- | --- |
| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID59149 |
| Project Name | A Collage 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.

Graphical user interface, text, application, email

Description automatically generated

**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 | Pritunam jain | Weight loss | Proper diet is not there | It doesn’t suitable for my life style | Discomfort while bending my stomach is paining |
| PS-2 | srivastav | Weight gain | My diet is not suitable | I eat less | A new chart that more calories in less food to weight gain make more comfort |