

FitFlex: Your Personal Fitness Companion

Ideation Phase

Define the Problem Statements

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|---------------|-----------------------------|
| Date | 5 March 2025 |
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| Maximum Marks | 2 Marks |
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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 - who are they? | Describe the customer and their attributes here |
| I'm trying to | List their outcome or "job" the care about - what are they trying to achieve? | List the thing they are trying to achieve here |
| but | Describe what problems or barriers stand in the way - what bothers them most? | Describe the problems or barriers that get in the way here |
| because | Enter the "root cause" of why the problem or barrier exists - what needs to be solved? | Describe the reason the problems or barriers exist |
| which makes me feel | Describe the emotions from the customer's point of view - how does it impact them emotionally? | Describe the emotions the result from experiencing the problems or barriers |

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

Example:

| I am | I'm trying to | But | Because | Which makes me feel |
|---------------------------------------------|----------------------------------------------------------------------|--------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| I am <div>A fitness enthusiast</div> | I'm trying to <div>Track my daily workouts and progress</div> | But <div>Most apps are cluttered or require premium subscriptions</div> | Because <div>I need a simple, free, and user-friendly way to log my activities</div> | Which makes me feel <div>Frustrated and discouraged from tracking my fitness journey</div> |

| Problem Statement (PS) | I am (Customer) | I'm trying to | But | Because | Which makes me feel |
|------------------------|-----------------------|----------------------------------------------------|-----------------------------------------------------------|-------------------------------------------------------------------|-------------------------------------------------------------|
| PS-1 | A fitness enthusiast | Track my daily workouts and progress | Most apps are cluttered or require premium subscriptions | I need a simple, free, and user-friendly way to log my activities | Frustrated and discouraged from tracking my fitness journey |
| PS-2 | A beginner in fitness | Start a workout routine and stay consistent | Existing fitness apps are too complicated or overwhelming | I need an easy-to-use interface with basic tracking features | Confused and unmotivated to continue |
| PS-3 | A busy professional | Monitor my steps and calories without manual input | Some fitness apps require too much manual data entry | I need automatic tracking with minimal effort | Annoyed and less likely to maintain consistency |
| PS-4 | A goal-oriented user | Set fitness goals and measure my progress | Most apps lack personalized goal tracking | I want a dashboard that visualizes my improvements over time | Uncertain about my progress and less motivated |