Ideation Phase
Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2025TMID52061
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.
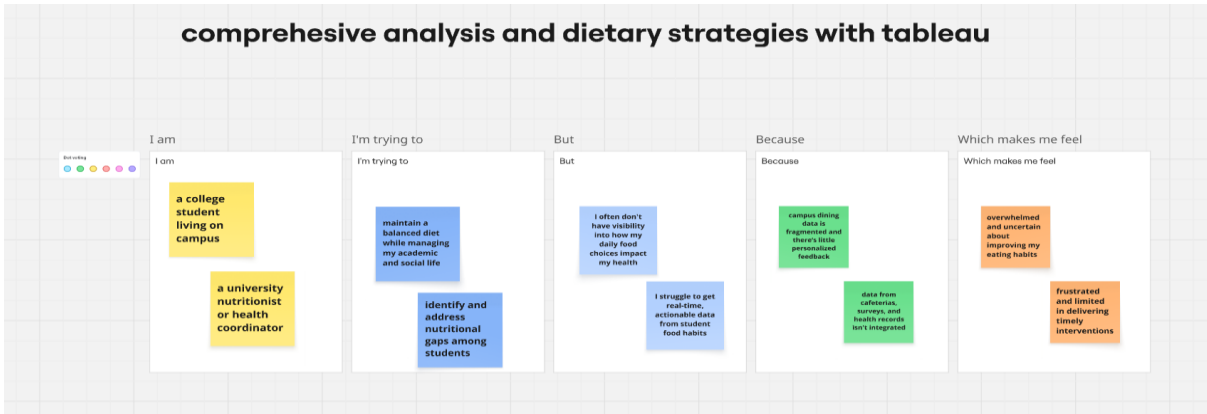
A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

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

Example:

comprehesive analysis and dietary strategies with tableau

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a college student living on campus	maintain a balanced diet while managing my academic and social life	⬚ I often don't have visibility into how my daily food choices impact my health	campus dining data is fragmented and there's little personalized feedback	overwhelmed and uncertain about improving my eating habits
PS-2	a university nutritionist or health coordinator	identify and address nutritional gaps among students	I struggle to get real-time, actionable data from student food habits	data from cafeterias, surveys, and health records isn't integrated	frustrated and limited in delivering timely interventions