**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 26 Jan 2025 |
| Team ID | LTVIP2025TMID47910 |
| 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.

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 | I am a college student living on campus | I’m trying to eat healthy meals without exceeding my monthly food budget, | But I don’t know which cafeteria options are actually nutritious or how much I’m spending | Because there is no visibility into my food consumption, nutrition, or cost, | Which makes me feel confused, frustrated, and concerned about my health and money. |
| PS-2 | I am a college cafeteria or hostel food service administrator, | I’m trying to improve food quality and meet students' needs efficiently, | But I lack actionable data on what students prefer and how often certain meals are consumed, | Because food choices and spending behavior are not being analyzed, | Which makes me feel disconnected from student needs and unsure about what improvements to make. |