

CookBook: Your Virtual Kitchen Assistant

Ideation Phase

Define the Problem Statements

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|---------------|-----------------------|
| Date | 5 March 2025 |
| Team ID | SWTID1741259128153766 |
| Project Name | COOKBOOK |
| 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.

| | | |
|----------------------------|--|---|
| 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 | I'm trying to | But | Because | Which makes me feel |
| A home cook | Find easy and quick recipes to cook at home | Most recipe websites are filled with ads and lengthy descriptions | I want a clean, simple interface with step-by-step instructions | Frustrated and discouraged from exploring new recipes |

| Problem Statement (PS) | I am (Customer) | I'm trying to | But | Because | Which makes me feel |
|------------------------|-------------------------|---|---|--|--|
| PS-1 | A home cook | Find easy and quick recipes to cook at home | Most recipe websites are filled with ads and lengthy descriptions | I want a clean, simple interface with step-by-step instructions | Frustrated and discouraged from exploring new recipes |
| PS-2 | A beginner in cooking | Learn how to cook different meals | Many recipe platforms assume prior knowledge | I need clear instructions, ingredient measurements, and cooking tips | Overwhelmed and unsure about trying new recipes |
| PS-3 | A health-conscious user | Discover healthy recipes based on my diet | Most apps don't filter recipes based on dietary needs | I need an easy way to find recipes that fit my preferences (e.g., vegan, keto) | Limited in my choices and frustrated with manual searching |
| PS-4 | A busy professional | Plan meals for the week efficiently | Many apps don't offer meal planning features | I need a way to save and organize recipes for quick access | Disorganized and unsure about what to cook daily |