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Customer Problem Statement Template

IAM	IM TRYING TO	BUT	BECAUSE	WHICH MAKES ME FEEL
I don't always know which foods are healthy or balanced	I don't have access to clear, student-specific dietary guidance	I don't always know which foods are healthy or balanced	I don't have access to clear, student-specific dietary guidance	Frustrated and confused about food choices
I skip meals due to classes or stress	My schedule changes daily and makes consistency hard	I skip meals due to classes or stress	My schedule changes daily and makes consistency hard	Guilty when I eat unhealthy mea
Most affordable options are unhealthy	I don't fully understand how my food choices affect my health	Most affordable options are unhealthy	I don't fully understand how my food choices affect my health	Tired, sluggish, or distracted in class
Cafeteria meals lack visible nutrition information	There are no tools on campus helping me visualize or manage my food habit	Cafeteria meals lack visible nutrition information	There are no tools on campus helping me visualize or manage my foo	Anxious about long-term health impacts
I feel overwhelmed by complex diet advice	rely on what's available and convenient rather than what's nutritious	I feel overwhelmed by complex diet advice	rely on what's available and convenient rather than what's nutritious	Left out of health conversations that don't reflect student life

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Define your problem statement

problem

"Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study" is an innovative project aimed at revolutionizing how dietary data among college students is visualized and utilized to drive informed decision-making and enhance student health and academic information.

Brainstorm

VISHNU	BALA KRISHNA	SUMANTH	
Study explores the eating habits of college students using survey data, nutritional	Curious about the impact of these habits, a group of researchers launched a study to explore what students are really eating — and what it means for their health.	They collected data through surveys, capturing everything from meal patterns and favourite foods to nutritional intake and food budgets.	This powerful visualization tool transformed rows of data into living stories colourful, insightful, and sometimes shocking.
The insights inform personalized and institutional dietary strategies aimed at improving student health, budgeting efficiency, and overall well-being	Pie charts showed how many students skip breakfast, bar graphs revealed the dominance of junk food, and bubble charts linked food spending to overall health	Fast food lines stretch long, energy drinks flow freely during late-night study sessions, and skipping meals becomes the norm, not the exception.	Budget-friendly, high-protein meal plans tailored to different lifestyles (vegan, active, etc.)
y leveraging Tableau dashboards, it identifies trends such as skipped meals, high junk food	They collected data through surveys, capturing everything from meal patterns and favourite foods to nutritional intake and food budgets.	Students confessed to skipping breakfast — sometimes days in a row. Others admitted they hadn't touched a vegetable in weeks.	Hydration reminders and sugar awareness campaigns

Group ideas
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups

In the heart of a busy college campus, where laughter echoes in dorm hallways and the scent of coffee wafts through library air, students chase dreams with relentless energy. Between early morning lectures and late-night study marathons, food becomes both a necessity and an

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afterthought. Many rely on instant noodles, greasy cafeteria meals, or skip meals altogether, prioritizing deadlines over dinner.

It began as a simple question: **"What are college students really eating?"**

What started as curiosity quickly turned into a full-scale study — a mission to uncover not just eating habits but the deeper truths behind student nutrition, lifestyle choices, and long-term health. With the help of surveys, nutrition trackers, and open student conversations, data began to pour in.

The results were eye-opening.

Students confessed to skipping breakfast — sometimes days in a row. Others admitted they hadn't touched a vegetable in weeks. Some spent more on food delivery apps than textbooks, driven by convenience and cravings. Behind every number was a story: stress, time pressure, tight budgets, emotional eating, or just lack of knowledge.

To make sense of it all, the team turned to **Tableau**. This powerful visualization tool transformed rows of data into living stories — colorful, insightful, and sometimes shocking.

A **pie chart** revealed that nearly half of students skipped at least one major meal daily. A **line graph** showed alarming spikes in calorie intake around exam weeks. A **stacked bar chart** broke down cafeteria food choices — fries and soda towering above salads and water. And in a stunning **bubble chart**, the correlation became painfully clear: students who spent more on fast food didn't necessarily eat healthier — in fact, their self-reported health scores were among the lowest.

But this story wasn't just about the problems. It was about solutions — smart, actionable, and student-focused.

Based on the data, the team designed **personalized dietary strategies**:

- Budget-friendly, high-protein meal plans tailored to different lifestyles (vegan, active, etc.)

- Suggestions for healthier food swaps in common cafeteria items

- Hydration reminders and sugar awareness campaigns

For the campus at large, the study recommended:

- Smart cafeteria menus with nutrition data powered by Tableau dashboards

- Meal-prep and cooking workshops

- Push notifications for healthy meal times through the college app

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- Visual cues and "nudge strategies" to promote healthier food choices in vending machines and dining halls

What began as a research project soon became a catalyst for change. Professors reviewed the findings in health science classes. Cafeteria managers considered the recommendations to improve their menus. Students, empowered by data about themselves, started rethinking what they ate and why.

This wasn't just a study. It was a **movement** — a story of how data and empathy can blend to improve real lives. In the hands of the right storytellers, even a simple meal can lead to a powerful transformation.

Because feeding the future doesn't just mean education — it means nutrition, understanding, and

Ideation Phase
Empathize & Discover

🗨 THINK & FEEL	👂 HEAR	👀 SEE	🎤 SAY & DO	😕 PAINS	🎯 GOALS
"I want to stay healthy but I have limited time and money."	Friends talk about trying new diets (keto, intermittent fasting).	Unhealthy food options everywhere on campus.	Says: "Let's grab a quick bite."	Limited access to affordable, healthy food.	Eat healthy without spending too much time or money
"I often feel guilty after eating junk food."	Family suggests eating home-cooked food.	Long queues at fast food joints	Says: "I'll skip lunch and catch up later."	Weight gain, fatigue, poor concentration.	Stay fit and focused academically
"I wish there were more nutritious, tasty options on campus.	Social media influencers promote fitness & clean eating.	Peers skipping meals or eating snacks instead.	Does: Eats chips, drinks soda during late-night studies	Peer pressure and social eating habits.	Develop long-term healthy eating habits.
"Meal prep takes too long and I'm stressed already.	Health campaigns by college promote balanced diet awareness	Cafeteria doesn't label calories or ingredients clearly	Tries new food delivery apps, prefers convenience.	Lack of cooking knowledge or tools in hostels	Find options that are quick, tasty, and nutritious