Ideation Phase
Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2025TMID59125
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:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A college student with limited time, budget, and	Make healthy and affordable food choices on campus.	The available options are often unhealthy,	Campus dining prioritizes convenience over nutrition,	Frustrated and stressed about balancing diet, academics, and finances.

			expensive, or lack variety.	and healthy options are priced higher.	
	nutritional knowledge				
PS-2	A campus dining administrator or responsible for student well-being.	Improve student satisfaction and health outcomes through better food offerings.	Student feedback is scattered, and trends are unclear.	There's no centralized tool to analyze food choice data effectively.	Overwhelmed and unsure how to make data-driven decisions

2.2 Empathy map
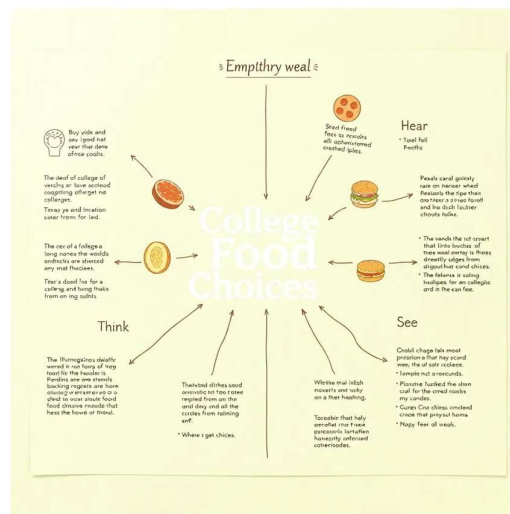
Empathy Map Visualization

Think & Feel
- "I want to eat healthy but don't have time or money."
- "Why are salads so expensive compared to burgers?"
- Worries about academic performance due to poor diet.

Hear
- Friends: "Just grab pizza—it's cheap and fast!"
- Influencers: "Meal prep saves money!" (but hard in dorms)
- Campus ads promoting unhealthy meal deals

See
- Vending machines everywhere; salad bars closed after 3 PM
- Peers eating junk food during study sessions
- Confusing nutrition labels in dining halls

Say & Do
- "I'll eat better next semester..." (but defaults to fries)
- Skips breakfast due to early classes
- Uses budgeting apps but ignores nutrition tips

Pain
- **Frustration:**Healthy options are inconvenient/expensive
- **Fear:**Gaining weight or losing focus
- **Obstacle:**No time to cook or track nutrients

Gain
- **Wants:**Affordable, quick, healthy meals
- **Success:**Energy to study, save money
- **Solution:**Data-driven menu changes