

Project Design Phase

Problem – Solution Fit Template

Date	26 MAY 2025
Team ID	LTVIP2025TMID48463
Project Name	Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Template:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS College students living in hostels University health departments Campus nutrition clubs and canteen staff	6. CUSTOMER CONSTRAINTS CC Limited time and interest in analyzing diet Lack of nutrition knowledge Budget restrictions for healthier options	5. AVAILABLE SOLUTIONS AS Manual surveys and Excel tracking Diet counseling sessions Static nutrition posters in the cafeteria	Explore AS, differentiate
	2. JOES-TO-BE-DONE / PROBLEMS J&P Identify and analyze unhealthy eating patterns Optimize food choices on campus for better health outcomes Provide actionable insights for meal planning and canteen offerings	9. PROBLEM ROOT CAUSE RC Lack of visibility into individual and collective dietary patterns Inaccessible or boring nutrition education methods No integration between food data and student decision-making	7. BEHAVIOUR BE Students skip meals or eat fast food due to convenience Prefer budget meals over healthy alternatives Rarely consult dietary guidelines or campus health services	
Identify strong TP & EM	3. TRIGGERS TR Rising obesity and mental health issues among students Growing awareness about health and nutrition Availability of campus food consumption data	10. YOUR SOLUTION. SL Use Tableau dashboards to: Visualize food consumption trends on campus Correlate choices with nutritional value and health goals Recommend cost-effective healthier alternatives Engage students with interactive, data-driven insights	8. CHANNELS of BEHAVIOUR CH Online: University apps, Instagram nutrition tips, student email notifications 8.2 OFFLINE Offline: Posters in dining areas, peer discussions, campus health talks	Extract online & offline CH or BE
	4. EMOTIONS: BEFORE / AFTER EM Before: Confused, indifferent, unaware After: Informed, motivated, confident in food choices			

References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>