

<p>1. CUSTOMER SEGMENT(S)</p> <p>Date: 15 February 2026 Team ID: LTVIP2026TMIDS52086</p> <p>College students (ages 18-24) living on near campus or near campus, concerned with a healthy, budget, and convenience</p>	<p>5. CUSTOMER SOLUTION Fit TeMPLate Comprehensive Analysis and Dietary Strategy Strategies with Tableau: A College Food Choices Case Study</p> <p>6. CUSTOMER CONSTRAINTS</p> <p>Limited budget, lack of time for meal prep, confusion about real prep, nutrition, abundance of healthy convenient options, lack visual data on usage/ spendable devices</p>	<p>5. AVAILABLE SOLUTIONS</p> <p>Calorie-Tracking apps nutritional, campus plans Personal food diaries</p>
<p>2. JOBS-TO-BE-DONE / PROBLEMS</p> <p>Which jobs-to-be-done (or problems) lie or not customers for your customers? There could be the same job; however?</p> <p>"Help me eat healthier on a budget." "Show me where all food money goes?" "Tell me if I'm eating too much junk food." "Make healthy choices easy to see."</p>	<p>9. PROBLEM ROOT CAUSE</p> <p>Infor information assemretriy: This problem exiboot This teck eeji B but lack (ues tuels on the mousids) concely but lack (e. eors. tror dore") oroximge had thte of tin heye because of nutritional blindness."</p>	<p>7. BEHAVIOUR</p> <p>Direct: Buy food, check bank balance, feel guilty, feel guilty.</p> <p>Indirect: Research diets, skip meals, rely on fast food, join gym without changing diet.</p>

Focus on J&P, tap into BE, understand RC

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

<p>3. TRIGGERS Seeing peers with healthy habits, feeling low energy during studying studies, realizing health awareg lts Cookes & theent campupons caigns, new year's resolutions</p>	<p>TR</p> <p>If you are working on an existing business, write down current sttutly, fill in the ne, and thensej en do itou im cleotests. Fine hras, its alreteriou ou fil in other solwh com s thr e dat, im dithayar nrtibes obse goins the fns within solves a prestrormer behaviour.</p> <p>An interactive Tabelau dashboard that connects to visualizze:</p> <ol style="list-style-type: none"> 1. Calorie/Spending Waterfall Shows 2. Food Group Funnel (Area Chart) <p>It provides of aalwchicq ne to prodromes %, a provized "Dietary Spalatls personalized "Dietary Strategies"</p>	<p>SL</p> <p>11. CHANNELS</p> <p>1.1 ONLINE What kind of actions do cuilness app integr app</p> <p>1.2 OFFLINE What kind of actions the cuilness take offline? Extract offline channels from #7 Tabelau Public</p> <ul style="list-style-type: none"> University student portal Campus att wellness cr app email sumparies Campus cafeteria workshops health clinth clinic consultatiios, posters with peer-pieo sharing
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<p>12 EMOTIONS: BEFORE / AFTER</p> <p>BEFORE: Confused, feels tired, overwhelmed, anxious, avoid about health.</p> <p>AFTER: Informed, motivated, confident, in control, empowered, satisfied with choices.</p>	<p>EM</p>	
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