

Project Design Phase-I
Problem – Solution Fit Template

Date	17 February 2026
Team ID	LTVIP2026TMIDS52086
Project Name	Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study
Maximum Marks	2 Marks

Problem – Solution Fit Template:

1. Core Concept

In this project, **Problem-Solution Fit** is achieved by identifying the "Nutritional Blindness" experienced by college students and addressing it with a high-fidelity Tableau analytics suite. We aren't just showing data; we are aligning the solution with the specific behavioral habits of students who prioritize speed and convenience over manual health tracking.

2. Purpose & Implementation

- **Solving Complex Problems (The "Fit"):** Nutrition is a complex set of variables. Our solution simplifies this by using **Waterfall Charts** to show cumulative spending and caloric intake. This "fits" the student state of mind by providing a single, clear visual of their daily progress instead of a confusing spreadsheet.
- **Faster Adoption via Existing Channels:** To ensure students actually use the tool, the dashboard is designed to integrate with **University Student Portals** and **Campus Wellness Apps**. By tapping into the platforms students already check for grades and schedules, we increase the frequency of use.
- **Sharpening Communication with Triggers:** The project identifies specific **Triggers**, such as "low energy during study sessions" or "checking a low bank balance." Our Tableau messaging uses these moments to prompt the student to check the dashboard, providing the right insight at the exact moment they feel the "annoyance" of their problem.
- **Increasing Touch-points & Building Trust:** By solving "frequent annoyances" (like not knowing where their food budget went), we build trust. The **Word Cloud** and **Highlight Table** features provide instant feedback on food popularity and spending, making the interaction with the dashboard fast and rewarding.

3. Strategic Alignment

By focusing on the **Problem-Behavior Fit**, this project ensures that the solution is not just a technical achievement, but a practical tool that college students will adopt because it respects their time constraints and solves their most urgent dietary stressors.

Template:

<p>Define CS, JBD into CC</p>	<p>1. CUSTOMER SEGMENT(S) Date: 15 February 2026 Team ID: LTVIP2026TMDS52086</p> <p>College students (ages 18-24) living on or 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 Limited budget, lack of time for meal prep, confusion about healthy options, abundance of healthy convenient options, lack visual data on usage/ spendable devices</p>	<p>5. AVAILABLE SOLUTIONS Calorie-Tracking apps, nutricost, campus plans, Personal food diaries</p>	<p>Explore AS, differentiate</p>
<p>Focus on J&P, map into BE, understand RC</p>	<p>2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do or don't customers? What could lead them to do more (e.g., loneliness)? "Help me eat healthily 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 Information asymmetry: This problem exists because it's hard to track what you eat (lack of tracking tools on the market) correctly but lack of motivation to change habits due to initial blindness.</p>	<p>7. BEHAVIOUR Direct: Buy food, check bank balance, feel guilty, feel guilty. Indirect: Research diets, skip meals, rely on fast food, join gym without changing diet.</p>	<p>Focus on J&P, map into BE, understand RC</p>
<p>TR</p>	<p>3. TRIGGERS Seeing peers with healthy habits, feeling low energy during studying sessions, realizing health awareness, health challenges, new year's resolutions.</p>	<p>10. YOUR SOLUTION If you are working on an exciting business, write down current skills, fill in the net, and then see what needs to be done. If there is a problem, consider the root cause and then take action to solve it. It provides a personalized "Dietary Strategies" dashboard.</p>	<p>11. CHANNELS 1.1 ONLINE What kind of actions do customers take online? Extract online channels from Tableau Public: University student portal Campus wellness app Email summaries Campus cafeteria workshops Health clinic consultations, posters with peer-peer sharing</p>	<p>CH</p>
<p>EM</p>	<p>12. EMOTIONS: BEFORE / AFTER BEFORE: Confused, tired, overwhelmed, anxious, about health. AFTER: Informed, motivated, confident, in control, empowered, satisfied with choices.</p>			

References:

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