

**Project Design Phase-I**  
**Problem – Solution Fit Template**

Date	17 February 2026
Team ID	<b>LTVIP2026TMIDS52086</b>
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.

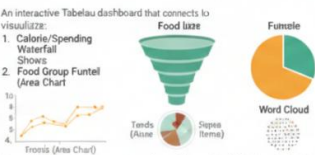
## **2. Purpose & Implementation**

- **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><b>1. CUSTOMER SEGMENT(S)</b></p> <p>Date: 15 February 2026</p> <p>Team ID: LTVIP2026TMDSS2086</p> <p><b>College students</b> (ages 18-24) living on near campus or near campus, concerned with a healthy, budget, and convenience</p>	<p><b>5. CUSTOMER SOLUTION FIT TeMPlate</b></p> <p><b>Comprehensive Analysis and Dietary Strategy Strategies with Tableau: A College Food Choices Case Study</b></p> <p><b>6. CUSTOMER CONSTRAINTS</b></p> <p>Limited budget, lack of time for meal prep, confusion a real preth, nutrition, abundance of healthy convenient options, lack visual data on usage/ spendable devices</p>	<p><b>5. AVAILABLE SOLUTIONS</b></p> <p>Calorie-Tracking apps nutritionsist, campus plans Personal food diaries</p>
<p><b>2. JOBS-TO-BE-DONE / PROBLEMS</b></p> <p>Which jobs-to-be-done (or problems) is it for our customers? There could be the ran open disc, lonely?</p> <p>"Help me eat healthily on a budget."</p> <p>"Show me where all food money goes?"</p> <p>"Tell lack if I'm eating for much junk food."</p> <p>"Make healthy choices easy to see."</p>	<p><b>9. PROBLEM ROOT CAUSE</b></p> <p>Information asymmetry. This problem exists. This lack of but lack (this is the main) correctly but lack (e.g. as a result of) is a common root cause of nutritional blindness.</p>	<p><b>7. BEHAVIOUR</b></p> <p><b>Direct:</b> Buy food, check bank balance, feel guilty, feel guilty.</p> <p><b>Indirect:</b> Research diets, skip meals, rely lack took for last fast food, join gym without changing diet.</p>
<p><b>3. TRIGGERS</b></p> <p>Seeing peers with healthy habits, feeling low energy during studying studies, realizing health awareness from courses in their curriculum, signs, new year's resolutions</p>	<p><b>10. YOUR SOLUTION</b></p> <p>If you are working on an existing business, write down current status. Fill in the rest, and (insert) see no need for competitors. True, true, (e.g. as a result of) fill in current status and the rest. (e.g. as a result of) solve the problem.</p> <p>An interactive Tableau dashboard that connects to visualize:</p> <ol style="list-style-type: none"> <li>Calorie/Spending Waterfall Shows</li> <li>Food Group Funnel (Area Chart)</li> </ol>  <p>It provides a comprehensive overview to produce a personalized "Dietary Strategies"</p>	<p><b>11. CHANNELS</b></p> <p><b>1.1 ONLINE</b></p> <p>What kind of actions do customers integrate app?</p> <p><b>1.2 OFFLINE</b></p> <p>What kind of actions do customers take offline? Extract offline channels from #7 Tableau Public</p> <p>University student portal</p> <p>Campus wellness center app email summaries</p> <p>Campus catering workshops</p> <p>health clinic clinic consultations, posters with peer-peer sharing</p>
<p><b>12 EMOTIONS: BEFORE / AFTER</b></p> <p><b>BEFORE:</b> Confused, overwhelmed, anxious about health.</p> <p><b>AFTER:</b> Informed, motivated, confident, in control, empowered satisfied with choices.</p>		

### References:

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