

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S) Date: 15 February 2026 Team ID: LTVIP2026TMIDS52086</div> <div>College students (ages 18-24) living on nea campus or near campus, concerned with a healthy, budget, and convenience</div>	<div>5. CUSTOMER SOLUTION Fit TeMPLate Comprehensive Analysis and Dietary Stretary Strategies with Tableau: A Colege Food Choices Case Study</div> <div>6. CUSTOMER CONSTRAINTS Limited budget, lack of time for meal prep, confusion a real preth , nutrition, abundance of healthy convnient options, lack visual data on usage/ spendiabile devices</div>	<div>5. AVAILABLE SOLUTIONS Calorie-Tracking apps nutrriciost, campus plans Personal food diraries</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) tie or tor cuiddres fo your oustomees? There could sed the ran epe tibe, lenesly? "Help me eat healthirey on a budget." "Show me where all food money goes?" "Tell lack if I'm eating fon much junk food." 'Make healthy choices easy to see."</div>	<div>9. PROBLEM ROOT CAUSE Infor irmation assentretirly: This problem exblor This teck eej)B but lack (lies tuch on the mailis) corcelty but lack I.e. oras. trlor done" a oxirnge nod thte of tin heye lecaue of notitional blindness."</div>	<div>7. BEHAVIOUR Direct: Buy food, check bank balance, feel guilty, feel guilty. Indierct: Researcdiets, skip meals, rely lack took for last fast food, join gym without changing diet.</div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

3. TRIGGERS

Seeing peers with healthy habits, feeling low energy during studying studies, realizing health awareness that comes with campus campaigns, new year's resolutions

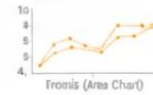
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10. YOUR SOLUTION

If you are working on an existing business, write down current strengths, fill in the rest, and then set goals for the next time. It's important to fill in current strengths and set goals for the next time. It's important to fill in current strengths and set goals for the next time. It's important to fill in current strengths and set goals for the next time.

An interactive Tabelau dashboard that connects to visualize: **Food like**

1. Calorie/Spending Waterfall Shows
2. Food Group Funnel (Area Chart)



It provides of assistance to producers, a provided "Dietary Specialists personalized "Dietary Strategies

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11. CHANNELS

1.1 ONLINE

What kind of actions do business app integr app

1.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 Tabelau Public

University student portal

Campus gut wellness: cr app
email summaries

Campus catelinic workshops

health clinic consultations, posters with peer-*to*-peer sharing

CH

12 EMOTIONS: BEFORE / AFTER

BEFORE: Confused, overworked, tired, overwhelmed, anxious, afraid about health.

BEFORE: Confused, guilty, tired, unconfident, errand, overwhelmed.

AFTER: Informed, motivated, confident, in control, empowered
satisfied with choices.

EM