i.e. seeing their neighbour installing more efﬁcient solution in the news.

solar panels, reading about a

i.e. lost, insecure > conﬁdent, in control - use it in your communication strategy & design.

If you are working on a new business proposition, then keep it blank until you ﬁll in the canvas and come up with a solution that ﬁts within customer limitations, solves a problem and matches customer behaviour.

**Project Title: NUTRITION ASSISTANCE APPLICATION Project Design Phase-I - Solution Fit**

**ID:PNT2022TMID06816**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **3. TRIGGERS T R**  What triggers customers to act?  Provides more support around improving our wellness by allowing us to track health and fitness achievements from anywhere. | **10. YOUR SOLUTION S L**  If you are working on an existing business, write down your current solution ﬁrst, ﬁll in the canvas, and check how much it ﬁts reality.  Our Nutrition application will helps the users with not only providing nutrition information but also helps with weight management goals.  Users can set their daily goals by setting how much calorie they were intaking and if they exceeds their limit, the app will give warning notification to the user.  The premium will also available, where user can chat with online nutritionist and can get some medical advices from them. | * **CHANNELS of BEHAVIOUR C H** * **ONLINE**   What kind of actions do customers take online? Extract online channels from #7   * **OFFLINE**   What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development.  **ONLINE :**  They get reliable information about the food they search for and able to track their fitness level.  **OFFLINE :**  They have to pay fee to the nutritionist ,but this helps only the people who were in urban areas. | y |
| **4. EMOTIONS: BEFORE / AFTER E M**  How do customers feel when they face a problem or a job and afterwards?  **BEFORE:**  People don't have any option than direct appointment with nutritionist in physical mode.  **AFTER :**  This app is very handy ,so the user will get their nutrition information whenever they need. |