

PROJECT DESIGN PHASE – I

PROBLEM SOLUTION TEMPLATE

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Project Name: AI-POWERED NUTRITION ANALYZER AND FITNESS ENTHUSIASTS

Problem-Solution fit canvas 2.0		Purpose / Vision AI-powered Nutrition Analyzer for Fitness Enthusiasts	
Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids This application can be used by people of age 18 and above who are interested to have a balance diet.	6. CUSTOMER CONSTRAINTS CC What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices. Lacking in-depth knowledge about necessary nutrients of items consumed. Not sure of the individual components in the food. Lethargic about their health Expensive diet to follow.	5. AVAILABLE SOLUTIONS AS Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking People have been using nutrients chart available in the market and also in the back of the food products, which are mostly not accurate. Some applications such as Neutrino, FitGenie, etc. are available which are helpful to a certain extent
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. The customer are devoid of the details regarding the nutrients facts of the food they consume, which leads to imbalance in the intake of nutrients.	9. PROBLEM ROOT CAUSE RC What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations. being overweight or obese tooth decay high blood pressure high cholesterol heart disease and stroke type-2 diabetes osteoporosis Cancer depression eating disorders;	7. BEHAVIOUR BE What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; Firstly, people use the nutrition facts on the back of the food products and physically calculate their consumption amount. Secondly, people take the assistance if the online application for calculating the nutrients intake.
Identify strong TR & EM	3. TRIGGERS TR What triggers customer's behavior? i.e. solar panels, reading articles, social media, etc. Weight Gain, Nutrient Deficiencies, High Blood Pressure, High Cholesterol Levels, etc. all are triggering factors telecasted in various mediums.	10. YOUR SOLUTION SL 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. 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. existing solution needs accurate input of the food item, whereas, our solution identifies the food and displays the nutrition facts.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take? Browse the web for the calories of food they intake
	4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control, use it in your communication strategy & design. Trepid -> intrepid Stressed -> Calm Lackadaisical -> enthusiastic	8.2 OFFLINE What kind of actions do customers take? and use them for customer development. Try to intake appropriate calories. Continent themselves from talking oily and fatty foods	Extract online & offline CH of BE