


Project Design Phase-I
Proposed Solution Template

Date	24 September 2022
Team ID	PNT2022TMID00204
Project Name	Project – Nutrition Assistant Application
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Obesity rates are rapidly increasing as a result of people's lack of knowledge about healthy eating habits, and this has an impact on people's health. People need to be cautious in their food habits and should have control of their daily nutrient intake by eating healthier foods, which is the most basic method to avoid obesity. Even though the packaged food might have the details of its calories and other details of its food content, they are not very sure about their food intake by only seeing the displayed details. To resolve this problem, people can use an app for convenient checking of their nutrient intakes. An app can help them to follow proper calorie intake on a daily basis, and we can have a proper suggestion according to a person's lifestyle.
2.	Idea / Solution description	This project aims at building a web app that automatically estimates food attributes such as ingredients and nutritional value by classifying the input image of food. A user interacts with the web app to load an image. The image is passed to the server application, which uses Clarifai's AI-Driven Food Detection Model Service to analyse the images and the Nutrition API to provide nutritional information about the analysed images. Nutritional information from the analysed image is returned to the app for display.
3.	Novelty / Uniqueness	This project ensures that the user persists on using the app continuously for better results unlike all the other apps like this that exist in the market. The UI design would be done in such a manner that it indulges the user completely, motivating them to lead a healthy life with a healthy diet.
4.	Social Impact / Customer Satisfaction	All that a user needs for having a healthy diet is the perfect motivation to do so. This motivation is provided by the app which mainly aims to provide its user with the right type of food that the user would prefer. Creating interesting and mouth-watering diet plans is a vital part of the app which adds to the uniqueness of this app. Because of such different approach towards a healthy life this app would always remain a success among the mass.

5.	Business Model (Revenue Model)	<div data-bbox="528 120 1390 577"> <h3>REVENUE (GLOBAL AND BY REGION)</h3> <ul style="list-style-type: none"> Global health and wellness market is expected to reach USD 1,494.90 billion by 2029 with a CAGR of 9.3%. North America is expected to dominate the global health and wellness market and is expected to reach USD 563.19 billion by 2029 with a CAGR of 9.3%.  <p>REGION</p> <p>TREND ANALYSIS</p> <p>NORTH AMERICA</p> <ul style="list-style-type: none"> Increase in the demand for nutritional and fortified food products Launch of new health and wellness products in the region <p>EUROPE</p> <ul style="list-style-type: none"> Increased health awareness and demand for healthy and nutritional products Growing expenditure on healthy food products <p>ASIA-PACIFIC</p> <ul style="list-style-type: none"> The rising demand for fortified functional foods and beverages products Increasing preference for healthy food <p>SOUTH AMERICA</p> <ul style="list-style-type: none"> Growing affluent and informed consumer base in the region Increasing health consciousness among consumers <p>MIDDLE EAST AND AFRICA</p> <ul style="list-style-type: none"> Rising demand for protein-based nutritional and healthy food Rising number of health-related cases in the region is driving the consumer towards nutritional food. <p>DMCA Protected © DataBridge</p> </div>
6.	Scalability of the Solution	<p>Our app provides an economically interesting solution to a problem that has for so long persisted in our society. The main aim of this app is to give the public what they want in a healthy manner. So the implementation of the same would not be a big problem as this app has potential to be public's favourite.</p>