Project Design Phase-I Proposed Solution Template

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| Date | 26 oct 2022 |
| Team ID | PNT2022TMIB36873 |
| Project Name | Project- powered nutrition analyzer for fitness enthusiasts |
| Maximum Marks | 2 Marks |

**Proposed Solution Template:**

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

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| **S.No.** | **Parameter** | **Description** |
| 1. | Problem Statement (Problem to be solved) | Food is essential for human life and has been the concern of many healthcare conventions nowadays new dietary assessment and nutrition analysis tools enable more opportunities to help people understand there daily eating habits ,exploring nutrition patterns and maintain a healthy diet. Nutritional analysis is the process of determining the nutritional content of food . |
| 2. | Idea / Solution description | As the world grows more fitness-conscious with passing time ,the demand for technological solutions to cater to this burgeoning demand is diversifying.  Neutrino: the platform provides nutrition-based data services ,analytics, and technologies to it consumers and want to turn itself in to a leading source of nutrition-related insight platform . |
| 3. | Novelty / Uniqueness | Randomized trials in the nutrition field are complex because this techniqe demand sticking to a diet for years , resulting in higher human errors chances there are several factors of dietery recommendetions that influence every one differently ; hence, the ideologyof a universel diet plan for everyone fails here as it is impossible biologically. |
| 4. | Social Impact / Customer Satisfaction | The result of this research shows the significant role of social media toward the perception of ideal body image. It also has been aided as a source of inspiration with regard of body transformation progress and a valuable tool for the suggestion of certain exercise & healthy eating. It must be noted that further research is suggested, as the finding is firmly placed on convenience sampling with specific demographic that can lead to certain traits on the use of social media sites. Keywords: social media, customer perception, fitness, young females, Swedish market. |

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| 5. | Business Model (Revenue Model) | The new normal has pushed the boundaries of fitness industry. It expected that new business models will emerge, which is likely to be an amalgamation of physical and digital offerings. According to a report by Allied Market Research, the global online fitness market size was valued at $6,046 million in 2019 and is projected to reach $59,231 million by 2027, growing at a CAGR of 33.1% from 2020 to 2027. The report mentions that Asia-Pacific region is expected to experience the highest growth rate. Additionally, the health and wellness apps offering on-demand fitness classes and live streaming are considered to be a cost-effective solution.  Technology has indeed become a facilitator for the fitness industry. It enables it to offer tailor-made solutions, enhancing the overall customer experience and satisfaction. |
| 6. | Scalability of the Solution | All parameters shall be scalable or quantifiable with time, money, work wise etc., and shall be specified for individuals, Departments or Institutions in a scientific manner. |