

## Project Design Phase-I -Problem Solution Fit

Date:08 October 2022

Team ID: PNT2022TMID21338

Project Name:AI-Powered Nutrition Analyzer For Fitness Enthusiasts

Maximum Marks: 4 Marks

|  |   |   |  |  |
|--|---|---|--|--|
| Define CS, fit into CC                   | <b>1. CUSTOMER SEGMENT(S)</b><br><small>Who is your customer?<br/>i.e. working parents of 0-5 y.o. kids</small><br><br><b>CS</b><br><br>Results indicated that nutrition information is useful for certain consumers.   | <b>6. CUSTOMER CONSTRAINTS</b><br><small>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.</small><br><br><b>CC</b><br><br>Constraints may contribute to the unhealthy food and choices observed among low socioeconomic groups in industrialized companies. | <b>5. AVAILABLE SOLUTIONS</b><br><small>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</small><br><br><b>AS</b><br><br>Try to eat more protein and fat.<br>Avoid non nutritious beverages.<br>Ask your doctor or dietitian about nutrition supplements.   | Explore AS, differentiate                |
|  | <b>2. JOBS-TO-BE-DONE / PROBLEMS</b><br><small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small><br><br><b>J&amp;P</b><br><br>It means understanding the physiological ways the human body responds the food and the role that nutrients play in the treatment and prevention of disease. | <b>9. PROBLEM ROOT CAUSE</b><br><small>What is the real reason that this problem exists?<br/>What is the back story behind the need to do this job?<br/>i.e. customers have to do it because of the change in regulations.</small><br><br><b>RC</b><br><br>Undiet plan in untime eating.<br>Lack of appetite or decreased hunger.<br>A sore mouth and throat can make eating difficult. | <b>7. BEHAVIOUR</b><br><small>What does your customer do to address the problem and get the job done?<br/>i.e. Directly related: find the right solar panel installer, calculate usage and benefits;<br/>indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</small><br><br><b>BE</b><br><br>Sum of planned spontaneous or habitual actions of individuals or social groups.<br>To prepare consume food as well as those actions are related to storage and clearance. |  |
| Focus on J&P, tap into BE, understand RC |   |   |  | Focus on J&P, tap into BE, understand RC |

|                         |  |   |   |                         |
|-------------------------|--|---|---|-------------------------|
| Identify strong TR & EM | <div><div>3. TRIGGERS</div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div>Antigens are substances that the body levels as foreign and harmful which triggers immune cell activity.</div></div> | <div><div>10. YOUR SOLUTION</div><div>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.<br/>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 behavior.</div><div>In Our Platform we provide a free nutrition food chart and balanced meal recipes.<br/>Seek Your way to an organic side and stay healthy.</div></div> | <div><div>8. CHANNELS of BEHAVIOUR</div><div><div>8.1 ONLINE</div><div>What kind of actions do customers take online? Extract online channels from #7</div><div>Refer journals through online applications attending some online sessions following healthy remedies.</div></div><div><div>8.2 OFFLINE</div><div>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div>Taking proteins, doing aerobic exercise and consuming huge amounts of water.</div></div></div> | Identify strong TR & EM |
|                         |  |   |   |                         |
|                         |  |   |   |                         |

4. EMOTIONS: BEFORE / AFTER



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.

**Before:**You also won't have enough energy to maximise your workout and you limit your ability to burn calories.

**After:**You burn a lot of carbohydrates, the main fuel of your muscles when you exercise.In the 20-60 mins after your workout , your muscles can store carbohydrates and proteins as energy and help in recovery.