PROJECT DESIGN PHASE-I
PROBLEM SOLUTION FIT

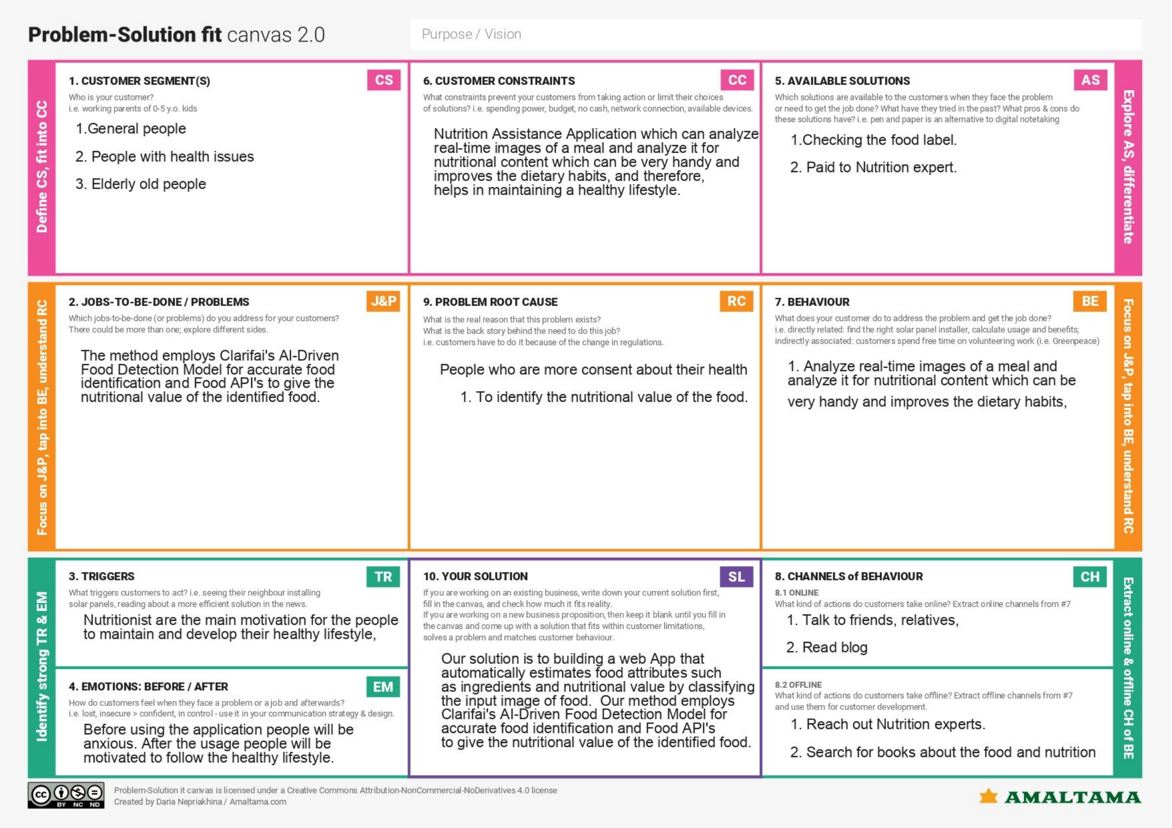
Date	19 September 2022
Team ID	PNT2022TMID02
Project Name	Nutrition Assistant Application
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem solution aims at building a web App that automatically estimates food attributes such as ingredients and nutritional value by classifying the input image of food. Our method employs **Clarifai's AI-Driven Food Detection Model** for accurate food identification and Food API's to give the nutritional value of the identified food.

Purpose:

☐ Solve complex problems in a way that fits the state of your customers.
☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
☐ **Understand the existing situation in order to improve it for your target group.**


Define CS, fit into CC
Explore AS, differentiate
Focus on J&P, tap into BE, understand RC
Focus on J&P, tap into BE, understand RC
Identify strong TR & EM
Extract online & offline CH of BE
AMALTAMA

Problem-Solution fit canvas 2.0

Purpose / Vision

1. CUSTOMER SEGMENT(S) CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

1.General people
2. People with health issues
3. Elderly old people

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.

Nutrition Assistance Application which can analyze real-time images of a meal and analyze it for nutritional content which can be very handy and improves the dietary habits, and therefore, helps in maintaining a healthy lifestyle.

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

1.Checking the food label.
2. Paid to Nutrition expert.

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 method employs Clarifai's AI-Driven Food Detection Model for accurate food identification and Food API's to give the nutritional value of the identified food.

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.

People who are more consent about their health
1. To identify the nutritional value of the food.

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; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

1. Analyze real-time images of a meal and analyze it for nutritional content which can be very handy and improves the dietary habits,

3. TRIGGERS TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Nutritionist are the main motivation for the people to maintain and develop their healthy lifestyle,

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.

Before using the application people will be anxious. After the usage people will be motivated to follow the healthy lifestyle.

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 and matches customer behaviour.

Our solution is to building a web App that automatically estimates food attributes such as ingredients and nutritional value by classifying the input image of food. Our method employs Clarifai's AI-Driven Food Detection Model for accurate food identification and Food API's to give the nutritional value of the identified food.

8. CHANNELS of BEHAVIOUR CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

1. Talk to friends, relatives,
2. Read blog

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

1. Reach out Nutrition experts.
2. Search for books about the food and nutrition

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References:

1. https://www.ideahackers.network/problem-solution-fit-canvas/
2. https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe