

NUTRITION ASSISTANT APPLICATION

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT<div>CS</div><div>All age group people who are careless about their health due to their busy schedule and intake of high-calorie diet.</div></div>	<div>CUSTOMER CONSTRAINTS<div>CC</div><div>People having constraints like low speed of application interaction, not getting proper output, may have high budgets</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div>Although the food packaging comes with nutrition (calories) labels, it's still not very convenient for people to refer to App-based nutrient dashboard systems.</div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><div>It is easy to fall into a trap of eating unhealthy foods which is heavy in calories. Once the nutritional value is replaced by foods high in sugar, bad fats and salt it leads to various health issues so users need to control their daily calorie intake to lead a healthy lifestyle.</div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><div>The root problem is not taking enough healthy food in proper time due to busy schedule. By consuming healthy food by following the diet chart can reduce the risk of health problem.</div></div>	<div>7. BEHAVIOUR<div>BE</div><div>The problems and the pains of the user are obesity, fear of getting health related issues. They will get frustrated of not getting immediate result and difficult to do tedious work. Lack of confidence due to appearance.</div></div>	
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div><div>Desire to live a healthy lifestyle. By knowing the success story of people who achieved their goal. By seeing people who are fit and healthy.</div></div> <div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><div>They scared of declining health, so they get motivated and eat healthy food.</div></div>	<div>10. YOUR SOLUTION<div>SL</div><div>The solution is user can know the nutritional content of the food they are intaking, by taking picture of the food and uploading it in the app. Clarifai's AI-Driven Food Detection Model is used for getting accurate food identification and API to give nutritional value of the identified food.</div></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div><div>ONLINE:</div><div>The application provides user friendly environment that enables users to interact through chatbot to clarify their queries and a dashboard is displayed to know the activities.</div><div>OFFLINE:</div><div>Connecting all the users through offline meeting and giving some gift vouchers. Conducting offline session by nutrition expert.</div></div></div>	Extract online & offline CH of BE