

PROBLEM - FIT

Customers segment

People of all age groups can get an idea of what they are consuming everyday without having to do a lot of searching amidst their busy schedule.

Customer constraints

It is required that the customer provides a clear image of the product that they consume. No other deliverables from the customer!

Available solutions

Although the food packaging comes with nutrition (and calorie) labels, it's still not very convenient for people to refer to App-based nutrient dashboard systems.

Problems

The problem and pains of the usually 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.

Root/cause

It is easy to fall into a trap of calling unhealthy foods which is heavy in calories. Once the nutritional value is replaced by foods high in sugar and salt it leads to various health issues so users need to control their daily calorie intake to lead a healthy lifestyle.

Behaviour

The behavioral changes in users reflect in their day-to-day life and so they will maintain a proper diet and follow a daily routine in the intake of healthy food, assisting them in improving their health.

Triggers

Desire to live a healthy style by knowing the success story of people who achieved their goal. By seeing people who are fit and healthy.

Solution

The solution is the user can know the nutritional content of the food they intake, by taking picture of the food and uploading it in the app. Claire's AI Driven Food Detection Model is used for getting accurate food identification and APIs to give the nutritional value of the identified food.

Channels of Behavior

Application provides a user friendly environment that enables users to interact the board displayed to know the contents. Connecting all the users through one medium and giving some complementary pills. Conducting offline session by nutrition expert.

Emotions

They scared of declining health, so they get motivated towards eating healthy foods and move to a healthy lifestyle.