

Project design phase-1

Problem Solution Fit

Team ID	PNT2022TMID16233
Project Name	Nutrition assistant Application

1.Customer segment:

People want to lose weight, those who want to gain weight in healthy way. Everyone who feels to stay fit and healthy by consuming nutritious food and following calorie conscious diet.

2.Jobs to be done/Problems:

1. To calculate calories and nutrients present.
2. Monitor customers calorie consumption in order to maintain diet.

3.Triggers:

1. When people around us bully.
2. Peer pressure, beauty standards, society point of view etc.,
3. When obesity and consumption of unhealthy foods leads to health issues.

4.Customer:

1. Shortage of time due to work pressure due to which maintaining becomes difficult.
2. Not able to control cravings and end up eating unhealthy and high calorie foods.

5.Problem Root Cause:

1. Due to shortage of time, preparation of healthy home food is replaced by consuming unhealthy fast food.
2. Teenagers are addicted to fast food which leads to obesity.

6.Your Solution:

1. Follow the correct diet plan and consume suggested calories per day.
2. Try to involve yourself in physical fitness like sports, gym, yoga etc.,
3. Avoid oil sugar rich foods.
4. Cut down excessive fat foods.

7.Available Solution:

1. Personal diet tracking app which helps to maintain diet.
2. Personal nutritionist or trainer to suggest correct schedule according to customer requirement.

8.Behaviour:

1. Eating healthy and low calorie foods.
2. Following diet plan and consuming nutritious foods.
3. Working out or taking up any sport involves physical activities.

9.Channel Behaviour:

1. Follow people who give healthy and nutritious food recipes.
2. Keep track of fitness freaks in social media and follow their fitness tips.

10. OFFLINE

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

1. Notice people around you who follows healthy habits in both consumption of food and workouts.