PROJECT DESIGN PHASE – I
SOLUTION FIT

Date	10 October 2022
Team ID	PNT2022TMID27357
Project Name	AI-powered Nutrition Analyzer for Fitness Enthusiasts

1. CUSTOMER SEGMENT(S) — CS

People who are looking to reach their fitness goals(fitness enthusiasts). This includes people who are looking to get into shape and are in need of motivation and also those who want to track their daily intake progress.

6. CUSTOMER CONSTRAINTS — CC

Constraint would be the cost as the amount of spending on dieticians and nutritionists would be more expensive and also the availability and accessibility of resources is a great constraint.

5. AVAILABLE SOLUTIONS — AS

People can attend a well-rounded fitness training program and also through research on social media platforms and gaining knowledge from health and fitness influencers.

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Encouraging people to get involved in home based exercises, workouts and fitness activities. But there is a lack of knowledge in people to understand and maintain a healthy fitness routine.

9. PROBLEM ROOT CAUSE — RC

Individuals are not really aware of what they eat and how many calories they consume (intake) on a daily basis which leads to an unhealthy lifestyle.

7. BEHAVIOUR — BE

If people have any queries they can consult their health specialists or do research on the online contents available to understand.

3. TRIGGERS `TR`

People are triggered to maintain a healthy weight lifestyle and lower their risk of some diseases.

4. EMOTIONS: BEFORE / AFTER `EM`

BEFORE:
People feel demotivated and body shame themselves through which they start to feel insecure, avoid socializing which in turn affects their mental and physical heath

AFTER:
With the positive change in perception, people start to feel healthy, confident, accept themselves and have the motivation to follow it in a regular basis.

10. YOUR SOLUTION `YS`

To build a model that offers a useful tool for a self-owned nutrition tracking. It will help us to understand the daily eating habits and explore the nutrition patterns that analyze and classify the nutrition contents available in the food.

8. CHANNELS OF BEHAVIOUR `CH`

ONLINE:
People go through the contents online such as articles, videos and blogs of fitness influencers to understand the correct proportion of healthy food intake.

OFFLINE:
By building a fitness community, organizing contest and promoting awareness program to encourage human interaction to understand the need of healthy lifestyle.