**PROJECT DESIGN PHASE – I**

**SOLUTION FIT**

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| **Date** | 17 October 2022 |
| **Team ID** | PNT2022TMID27387 |
| **Project Name** | AI Powered Nutrition Analyzer For Fitness Enthusiasts |

**Explore AS, differentiate**

**Deﬁne CS, ﬁt into CC**

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.

**AS**

**5. AVAILABLE SOLUTIONS**

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.

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

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.

**BE**

**7. BEHAVIOUR**

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

**RC**

**9. PROBLEM ROOT CAUSE**

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.

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

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.

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| **Identiffhffy strong TR & EM**  **Identify strong TR & EM** | **3. TRIGGERS TR**  People are triggered to maintain a healthy weight lifestyle and lower their risk of some diseases. | **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. | 1. **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. |  |
| **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. |  | |