**Project Title: Nutrition Assistant Application Project Design Phase-I** - **Solution Fit Template Team ID: PNT2022TMID42630**

**Focus on J&P, tap into BE, understand RC**

**Explore AS, differentiate**

**Deﬁne CS, ﬁt into CC**

1. Users can keep trach of the content in food items right from the web application.

2. Users can have a personalised diet based on his/her BMI index.

**AS**

**5. AVAILABLE SOLUTIONS**

1. Targeted customers may not have sufficient time throughout the day to keep track of their food habits.

2. Customers may indulge in procrastination.

3. Customer may feel tired to check the caloric values of food items every time he/she consumes it.

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

1. Individuals who are conscious about their diet.

2. Individuals who wish to keep obesity in check and want to maintain a healthy lifestyle.

3. Individuals who wish to keep track of the content of food items they consume.

**Explore AS, differentiate**

**Define CS, fit into CC**

1. Customers may turn to friends and family for help on the matter.

2. Customer may approach health and diet experts.

3. Customers may ask other users who have already used diet apps for feedback.

**BE**

**7. BEHAVIOUR**

**RC**

**9. PROBLEM ROOT CAUSE**

1. Customers lead a stressful life due to their various environments which makes it almost impossible to keep track of food habits.

2. Customers are be addicted to junk foods.

3. Customers do not have the necessary awareness on the harmful effects of junk foods – obesity, heart diseases etc.

**J&P**

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

1. Calculates the calories based on the image provided by the user.

2. Problems arise in following the diet consistently.

**Focus on J&P, tap into BE, understand RC**

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| **Identify strong TR & EM** | **3. TRIGGERS TR**  Customers feel motivated by other people having a healthier lifestyle and food habits. | **10. YOUR SOLUTION**  **SL**  1. Identify the nutritional content in the food he/she consumes based on the image provided.  2. Keep track of calories everyday.  3. Helps customer to find how healthy a food item is. | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE**   Customers refer to diets based on his/her nutritional needs. They may engage in social media platforms containing people with similar interests.   * 1. **OFFLINE**   Customer may follow a proper diet, workout and maintain a healthy lifestyle. They may also refer to books on the matter. | **Identify strong TR & EM** |
| **4. EMOTIONS: BEFORE / AFTER**  Identify strong TR & EM  **EM**  Customers may feel insecure, lack confidence and depressed before adopting a healthy lifestyle. Once adopting a healthy diet and lifestyle they may feel confident and secure about themselves. They may feel motivated to do better things. |