

1. CUSTOMER SEGMENT(S)

Participation in physical activity is essential for physical and mental health of children. Adolescents taking part in sports have high demands of nutrients due to additional needs of increased physical activity besides growth, development and wellness. The health and nutritional status may be compromised in this population due to lack of proper nutritional counseling. Also misinformation about healthy and nutritious foods by the media targeting school going children can be quite hazardous. The purpose of this review paper is to represent the nutritional needs of adolescents participating in different games and also to empower and teach adolescents to know about the importance of nutrition during participation in physical activity (PA) or games; hydration level (Fluids) that deliver nutrients involves proper fueling and recovery

6. CUSTOMER CONSTRAINTS

An athlete challenges his body on a regular basis through physical training and competitions. In order to keep up with requirement of his activity or sport, he requires enough fuel for his body on day to day basis

Participating in endurance sports requires optimal nutrition, with specific focus on dietary modifications. Targeted fitness development at an early age, especially in adolescence is deemed the foundation for leading an active lifestyle, avoiding potential overweight, reducing motor deficiencies and thus improving the general quality of life

5. AVAILABLE SOLUTIONS

Nutrition is important for an athlete because it provides energy required to perform the activity. The food they take leaves an impact on strength, training, performance and recovery. Not only the type of food is important for sport nutrition but also the time is equally important for what they eat throughout the day. It also has an impact on their performance level and their body ability to recover after workout. An athlete needs to pay close attention about when, what and how much does he eat or drink prior to a game or match

2. JOBS-TO-BE-DONE / PROBLEMS

Food and beverages are composed of six nutrients that are vital to the human body for producing energy, contributing to the growth and development of tissues, regulating body processes and preventing deficiency and degenerative diseases. The six nutrients are classified as essential nutrients. They are carbohydrates, proteins, fats, vitamins, minerals and water. The body requires these nutrients to function properly however the body is unable to endogenously manufacture them in the quantities needed on a daily basis

9. NEEDED SOLUTION

Carbohydrates:

Carbohydrates are stored in the body in a form of glycogen, which can be used during physical activity. Carbohydrate is necessary to meet the demands of energy needed during exercise, to maintain blood glucose level and replenish muscle glycogen store. During sub-maximal exercise, carbohydrates in the body are the major source of fuel.

Protein: Protein is needed for nutrient transfer in the blood, connective tissue support and the repair of tissue in response to periods of exercise

Vitamin and Minerals:

Vitamins are required in wide variety of bodily functions and operations which helps to sustain the body healthy and disease free. The function of minerals is for structural development of tissues as well as the regulation of bodily process

7. BEHAVIOUR

Diet is of great importance to athletes, the key to achieving an optimal sports diet in relationship to peak performance and good health is balance. Athletes must fuel their bodies with the appropriate nutritional foods to meet their energy requirements in competition, training and recovery. If these nutritional needs are not met, there is an increased risk of poor performance and health issues. The use of a nutritional supplement within established guidelines is safe, effective and ethical. Hundreds of studies have shown the effectiveness of creatine monohydrate supplementation in improving anaerobic capacity strength and lean body mass in conjunction with training, but still there is sports specific variation in the food fads and practices indicating the strong influence on coaches and peers. It is vital to educate the sportsmen about the dietary pattern. Failure to consume right diet during competition due to false belief in markets and constant fear of eating prohibited foods may hamper performance.

3 . TRIGGER

Trigger foods are those that when eaten make you crave and possibly eat more. These foods are generally eaten out of habit, not necessarily hunger. Your trigger food(s) is/(are) something you probably feel addicted to and is likely high-calorie, processed and filled with non-nutritional carbs.

When you eliminate a trigger food from your diet, the craving you feel will become weaker and weaker within a week or two. Use the ideas below to replace common trigger foods with healthier, whole food options.

Trigger Food #1: Candy
Trigger Food #2: Salty Snacks
Trigger Food #3: Sweet Drinks
Trigger Food #4: Fried Foods
Trigger Food #5: Baked Treats

8 . CHANGES

The information below outlines four stages you may go through when changing your health habits or behavior. You will also find tips to help you improve your eating, physical activity habits, and overall health. The four stages of changing a health behavior are

- contemplation
- preparation
- action
- maintenance

5 way of changes need to live healthy lifestyle

1. Measure and Watch Your Weight. ...
2. Limit Unhealthy Foods and Eat Healthy Meals. ...
3. Take Multivitamin Supplements. ...
4. Drink Water and Stay Hydrated, and Limit Sugared Beverages. ...
5. Exercise Regularly and Be Physically Active

10 . YOUR SOLUTION

As you settle into an active lifestyle, you'll probably discover which foods give you the most energy and which have negative effects. The key is learning to listen to your body and balancing what feels right with what's good for you

- Aim to make breakfast a part of your routine.
- Choose complex carbohydrates, lean protein sources, healthy fats, and a wide variety of fruits and veggies.
- Stock your fridge and gym bag with healthy workout snacks.
- The right balance of carbohydrates, protein, and other nutrients can help fuel your exercise routine.
- **Healthy options include:**
 - nuts
 - seeds
 - avocados
 - olives
 - oils, such as olive oil

4 . EMOTIONS

Can healthy food actually make you happy? **Yes, according to researchers, healthy eating, particularly fruits and vegetables, whole grains, and quality sources of protein can make you happy.**

When you stick to a diet of healthy food, you're setting yourself up for **fewer mood fluctuations, an overall happier outlook and an improved ability to focus**, Dr. Cora says. Studies have even found that healthy diets can help with symptoms of depression and anxiety.

Nutrients such as folate, vitamin B6 and choline are necessary to synthesize certain brain chemicals, called neurotransmitters, that regulate mood and memory. An imbalance of neurotransmitters is often associated with mood-related conditions like anxiety and depression