

PROBLEM-FIT

1. Customers segment:

All age group people who are careless about their health due to their busy schedule make use of healthy diet.

2. Customer constraints:

The customer should provide a clear image for knowing the nutrition content about the food. The app can't provide an accurate result if the image is not clear. In some cases, the recipes may be allergic to their health.

3. Available solutions:

Although the food packaging comes with nutrition (and calorie) labels, it's still not very convenient for people to refer to App-based nutrient dashboard systems.

4. Problems:

The problem and pains of the users are obesity, fear of getting health-related issues. They will get frustrated of not getting immediate results and find it difficult to do tedious work. Lack of confidence due to appearance.

5. ROOT/ CAUSE

It is easy to fall into a trap of calling unhealthy foods which are heavy in calories. Once the nutritional value is replaced by foods high in sugar and salt, it leads to various health issues so users need to control their daily calorie intake to lead a healthy lifestyle.

6. BEHAVIOUR:

The behavioral changes in users reflect in their day-to-day life such that they will maintain a proper diet and follow the daily routine in eating and intake of healthy food, so that it helps them to improve their health.

7. Triggers:

Desire to live a healthy style by knowing the success story of people who achieved their goal. By seeing people who are fit and healthy.

9. Solution:

The solution is that users can know the nutritional content of the food they intake, by taking a picture of the food and uploading it in the app. Claire's AI-Driven Food Detection Model is used for getting accurate food identification and APIs to give the nutritional value of the identified food.

10. Channels of Behavior:

Application provides a user-friendly environment that enables users to interact with the board displayed to know the contents. Connecting all the users through one medium and giving some complementary pills. Conducting offline sessions by nutrition experts.

8. Emotions

They are scared of declining health, so they got motivated towards eating healthy foods and moving to a healthy lifestyle.