Project Design Phase-I
Proposed Solution Template

Date	15 October 2022
Team ID	PNT2022TMID26372
Project Name	Project - AI-powered Nutrition Analyzer for Fitness Enthusiasts
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	• Food is essential for human life and has been the concern of many healthcare conventions. • Nowadays new dietary assessment and nutrition analysis tools enable more opportunities to help people understand their daily eating habits, exploring nutrition patterns and maintain a healthy diet.
2.	Idea / Solution description	• This is a platform that provides real-time information to its users about the nutrition and calorie intake. • The app uses AI and image classification technology to identify the food correctly and accurately and also calculates the amount of calories just from the picture.
3.	Novelty / Uniqueness	• The app identifies food items then displays the user with the nutritional value that it would provide based on different characteristics like color, shape, texture etc. • Artificial intelligence offers unparalleled opportunities of progress and applications in nutrition.
4.	Social Impact / Customer Satisfaction	• Personal training has been an integral part of the fitness industry for decades, partly due to the high-touch element. • But one downside to personal training is the expense for the client. But with the use of AI, customers are offered personalized fitness recommendations at a much lesser price. • Customers can get the nutrition of their food checked anytime unlike a

		nutritionist who cannot be available all the time.
5.	Business Model (Revenue Model)	• Users can subscribe with the app to get various rewards on eating healthy. • The subscription gives the customer an edge over others by getting personalized food recommendations and exclusive recipes that promotes healthy eating. • With the help of partnerships from various other companies based on fitness sector, the app can advertise a range of health related products such as smart wearables, protein shakes etc • It will provide users with these products at a discounted price which will be a key way for monetization and helps the partnership companies in targeted marketing.
6.	Scalability of the Solution	• Tracking a member's activity lets you know what their interests are, and you can instantly provide additional information on a specific service the member was interested in. • Virtual assistants coupled with motion sensing technologies can offer even more specific instructions and movement suggestions to users to improve their form or change certain habits.