

Project Design Phase-I Problem – Solution Fit Template

Date	10 October 2022
Team ID	PNT2022TMID50156
Project Name	Project -Nutrition Assistant Application
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Template:

Project Title: Nutrition Assistant Application

Project Design Phase-I - Solution Fit Template

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<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Define CS, fit into CC</p>	<p>1. CUSTOMER SEGMENT(S) CS</p> <ul style="list-style-type: none"> Interviews patients and takes diet histories. Conducts classes on general nutrition and consumer education. - 	<p>6. CUSTOMER CONSTRAINTS CC</p> <ul style="list-style-type: none"> Gives individual diet instructions to patients with normal and modified diets, as directed by a nutrition therapist. Participates in public information and educational activities regarding nutrition. 	<p>5. AVAILABLE SOLUTIONS AS</p> <ul style="list-style-type: none"> Nutrition assistants help dieticians with providing proper nutrition at healthcare facilities. They determine patients' nutritional needs, assess risk factors, and plan meals and menus. 	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Explore AS, differentiate</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Focus on JSP, Map into BE, understand</p>	<p>2. JOBS-TO-BE-DONE / PROBLEMS JSP</p> <ul style="list-style-type: none"> Reviews patient medical charts for dietetic and nutritional information. Maintains records and prepares reports. 	<p>9. PROBLEM ROOT CAUSE RC</p> <ul style="list-style-type: none"> Poor nutrition can contribute to stress, tiredness and our capacity to work, and overtime. Nutritional disease, any of the nutrient-related diseases and conditions that cause illness in humans. 	<p>7. BEHAVIOUR BE</p> <ul style="list-style-type: none"> People with healthy eating patterns live longer and are at lower risk for serious health problems, such as heart disease, type 2 diabetes, and obesity. 	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Focus on JSP, Map into BE, understand</p>

<p>3. TRIGGERS </p> <ul style="list-style-type: none"> Adopting stronger, evidence-based nutrition policies at global, regional, and country levels Pledging to increase financing for proven nutrition-specific and nutrition-sensitive interventions Committing to align and harmonize actions across sectors and stakeholders 	<p>10. YOUR SOLUTION </p> <p>The best way to treat obesity is to eat a healthy, reduced-calorie diet and exercise regularly.</p>	<p>8. CHANNELS of BEHAVIOUR </p> <p>8.1 ONLINE</p> <ul style="list-style-type: none"> Online Webinars Social Media Platforms <p>8.2 OFFLINE</p> <ul style="list-style-type: none"> Customer through Words
<p>4. EMOTIONS: BEFORE / AFTER </p> <p>Before: Unease about something with an uncertain outcome.</p> <p>After: Pleasure of blessedness and brightness in face.</p>		

References:

- <https://www.ideahackers.network/problem-solution-fit-canvas/>
- <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>