Project Design Phase-I Problem – Solution Fit Template

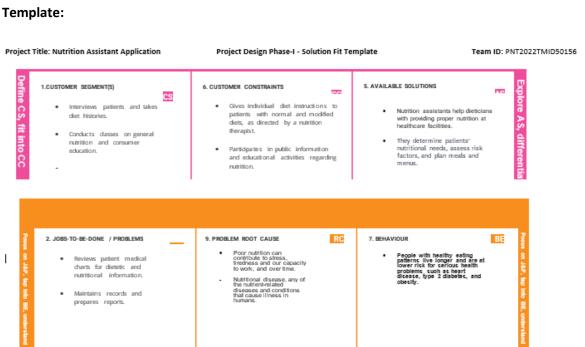
Date	10 October 2022	
Team ID	PNT2022TMID50156	
Project Name	Project -Nutrition Assistant Application	
Maximum Marks	2 Marks	

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.



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	The best way to treat obesity is to eat a healthy, reduced- calorie diet and exercise regularly.	8. CHANNELS of BEHAVIOUR 8.1 ORLBE - Ordins Websibes Social Media Pleforms 8.2 OFFLARE Customer through Words	EH
4. EMOTIONS: BEFORE / AFTER Before: Unease about something with an uncertain outcome. After: Pleasure of blessedness and brightness in face.			

References:

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