

# Problem-Solution fit

**Purpose / Vision:** For developing an AI-Powered Nutrition Analyzer for Fitness Enthusiasts

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S) <span>CS</span></div> <p>Who is your customer?</p> <p>Customers include fitness enthusiasts and those who are conscious of their health. The application's target audience include those who need a means to keep track of their nutritional intake like athletes and sportspersons, people working in the entertainment industry, as well as people who generally wish to live a healthy life.</p>	<div>6. CUSTOMER CONSTRAINTS <span>CC</span></div> <p>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</p> <ul style="list-style-type: none"> <li>Lack of time to fully understand and dedicate towards fitness</li> <li>Hesitation towards altering one's diet and lifestyle</li> <li>Lack of reliable sources for guidance regarding dietary and fitness planning</li> </ul>	<div>5. AVAILABLE SOLUTIONS <span>AS</span></div> <p>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</p> <ul style="list-style-type: none"> <li>Applications that keep track of workout and calories burnt</li> <li>These do not track calorie consumption and thus there is no control of intake which is equally important</li> <li>Personal trainers and nutritionists that are expensive</li> </ul>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEMS <span>J&amp;P</span></div> <p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p> <ul style="list-style-type: none"> <li>Monitoring calorie-count of consumed food</li> <li>Restricting consumption to recommended level such that a balanced diet is followed</li> <li>Maintaining consumption records of user to analyse overall health and diet</li> <li>Ensuring that people do not follow misinformation from the internet and end up with severe health issues</li> <li>Providing necessary personalised guidance</li> </ul>	<div>9. PROBLEM ROOT CAUSE <span>RC</span></div> <p>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</p> <ul style="list-style-type: none"> <li>Lack of time to prepare healthy home-cooked meals due to the fast pace of life which leads to increased consumption of unhealthy fast-food</li> <li>Increase in cases of obesity and overall lack of healthiness among the general population</li> <li>The application is required to provide a means by which people can attempt to live a healthy lifestyle</li> </ul>	<div>7. BEHAVIOUR <span>BE</span></div> <p>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</p> <ul style="list-style-type: none"> <li>Become members of physical fitness institutions/gyms or take up a sport</li> <li>Cutting down on consumption of carbs, fats, and sugars</li> <li>Avoiding junk food and eating outside</li> <li>Cooking simple yet nutritional meals at home</li> </ul>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div>3. TRIGGERS <span>TR</span></div> <p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <ul style="list-style-type: none"> <li>Peer-pressure, beauty standards and society</li> <li>Health issues and illness</li> </ul> <div>4. EMOTIONS: BEFORE / AFTER <span>EM</span></div> <p>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</p> <p>Before: Insecure, low self-esteem, and unfit After: Self-confident, happy, and content</p>	<div>10. YOUR SOLUTION <span>SL</span></div> <p>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</p> <ul style="list-style-type: none"> <li>Tracking per day calorie consumption</li> <li>Alerts for over-consumption</li> <li>Personal calendar to track eating habits</li> <li>Suggestions for nutritional food and recipes</li> <li>Creating personalized workout plan</li> <li>Detection of spoilt ingredients to prevent sickness</li> </ul>	<div>8. CHANNELS of BEHAVIOUR <span>CH</span></div> <div>8.1 ONLINE</div> <p>What kind of actions do customers take online? Extract online channels from #7</p> <ul style="list-style-type: none"> <li>Search about ways to become fit &amp; lead a healthy lifestyle</li> <li>Comment on other's fitness on social media</li> </ul> <div>8.2 OFFLINE</div> <p>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <ul style="list-style-type: none"> <li>Observe people around them and analyze their level of fitness</li> <li>Try to follow fit people's lifestyle</li> <li>Comment on other's way of living</li> </ul>	Extract online & offline CH of BE