**Project Title:** Nutrition assistant Application          **Solution Fit Template**          **Team ID:** PNT2022TMID07854

### 1. CUSTOMER SEGMENT(S)

Who is your customer?
i.e. working parents of 0-5 y.o. kids

**CS**

People of all ages who neglect their health because of their hectic schedules and consumption of high-calorie foods.

### 6. CUSTOMER CONSTRAINTS

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.

For the purpose of understanding the nutrient content of the meal, the consumer must provide a clear visual. If the image isn't clear, the application can't produce an accurate result.

### 5. AVAILABLE SOLUTIONS

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 & cons do these solutions have? i.e. pen and paper is an

Although nutrition(and calorie) labels are included on food packaging, it's still not particularly convenient for individuals to use App-based nutrient dashboard systems.

Explore AS, differentiate

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Focus on J&P, tap into BE, understand RC

### 2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

The problem and pains of the user are obesity, fear of getting health related issues. They'll lose patience if they don't see results right away and find it challenging to complete tiresome tasks. Due to their appearance, they lack confidence.

### 9. PROBLEM ROOT CAUSE

**RC**

What is the real reason that this problem exists? What is the back story behind the need to do this job?

It is simple to get sucked into the trap of consuming calorie-dense, unhealthy foods. Users should limit their daily calorie consumption to lead a healthy lifestyle since once the nutritional value is replaced by meals heavy in sugar, unhealthy fats, and salt, it causes a variety of health problems.

### 7. BEHAVIOUR

**BE**

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

User's altered behaviours are reflected in their day-to-day activities, such as maintaining and nutritious diet, adhering to a regular eating schedule, and consuming wholesome foods. So that it aids in the improvement of their health.

Focus on J&P, tap into BE, understand RC

**Identify strong TR & EM**

## 3. TRIGGERS <span>TR</span>

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

They desire to lead a healthy life. By seeing the people who are fit and healthy.

## 4. EMOTIONS: BEFORE / AFTER <span>EM</span>

How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

They are encouraged to adopt a healthy lifestyle by their fear of their health failing.

## 10. YOUR SOLUTION <span>SL</span>

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.

By taking a picture of the food and uploading it in the app, users may know the nutritional value of the food they are consuming. For getting accurate food identification AI-Driven food detection model is used ad nutritional value of the food is identified by using APIs.

## 8. CHANNELS of BEHAVIOUR <span>CH</span>

**ONLINE**

What kind of actions do customers take online? Extract online channels from #7

The application offers a user-friendly environment where users can communicate through chatbots to clarify their doubts and a dashboard displayed to show the activities.

**8.2 OFFLINE**

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Connecting all the users through offline meeting and giving some complimentary gifts. Conducting offline session by nutrition experts.