Project Title: AI-powered Nutrition Analyzer for Fitness Enthusiasts

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Project Design Phase-I - Solution Fit Template

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`
Who is your customer?
i.e. working parents of 0-5 y.o. kids

People you want to lose weight, those who want to gain weight in healthy way. Everyone who feels to stay fit and healthy by consuming nutritious food and following calorie conscious diet.

6. CUSTOMER CONSTRAINTS `CC`
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.

1. Shortage of time due to work pressure due to which maintaining diet becomes difficult.
2. Not able to control cravings and end up eating unhealthy and high calorie foods.

5. AVAILABLE SOLUTIONS `AS`
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 alternative to digital notetaking

1. Personal diet tracking app which helps to maintain diet.
2. Personal nutritionist or trainer to suggest correct schedule according to customer requirement.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`
Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

1. To calculate calories and nutrients present.
2. Monitor customers calorie consumption in order to maintain diet
3. Ensure that all the nutritional and calories information provided is correct and helps to stay fit and healthy.

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?
i.e. customers have to do it because of the change in regulations.

1. Due to shortage of time, preparation of healthy home food is replaced by consuming unhealthy fast food.
2. Teenagers are addicted to fast food which leads to obesity and causes health issues.

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 benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

1. Eating healthy and low calorie foods.
2. Following diet plan and consuming nutritious foos.
3. Working out or taking up any sport and involving in physical activities.

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

Identify strong TR & EM

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

1. When people around us bully.

2. Peer pressure, beauty standards, society point of view etc..

3. When obesity and consumption of unhealthy foods leads to health issues.

10. YOUR SOLUTION `SL`
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 behavior.

1. Follow the correct diet plan and consume suggested calories per day.
2. Try to involve yourself in physical fitness like sports, gym, yoga etc..
3. Avoid oil and sugar rich foods.
4. Cut down excessive fat foods.

8. CHANNELS of BEHAVIOR `CH`
8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

1. Follow people who give healthy and nutritious food recipes..
2. Keep track of fitness freaks in social media and follow their fitness tips.

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

1. Notice people around you who follow healthy habits in both consumption of food and workouts.

Identify strong TR & EM

4. EMOTIONS: BEFORE / AFTER

EM

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.

Before:- Go through peer pressure, feel insecure, unhealthy.

After:- Fit, healthy, strong, confident.