**Project Title: Nutrition Assistance Application Project Design Phase-I** - **Solution Fit Template**

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

**Team ID:** PNT2022TMID07098

**Explore AS, differentiate**

**Deﬁne CS, ﬁt into CC**

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

* Short circuits are alternate to group exercise
* Homemade food which is fresh instead of restaurant
* Analyzing ingrained and tracking the intakes
* Look for related & accurate information on the internet
* Seeking professional help in their locality.

**AS**

**5. AVAILABLE SOLUTIONS**

Which solutions are available to the customers when they face the problem

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.

* Busy Schedule
* Not proper environment
* Medical conditions
* Over the Budget
* Problem in the Network connection

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

Who is your customer?

i.e. working parents of 0-5 y.o. kids

* Parents in a hurry
* Single parents
* Sport students
* Busy students
* Working parents
* Housewives

**Explore AS, differentiate**

**Define CS, fit into CC**

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)

* Try to go on an improper diet plan.
* Listening to the wrong people’s advice or suggestions which may not suit them.
* Try spending too much money on food without a proper food schedule and wasting food
* Frustrated or overwhelmed and may quit their goals.

**BE**

**7. BEHAVIOUR**

What does your customer do to address the problem and get the job done?

**RC**

**9. PROBLEM ROOT CAUSE**

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

* Customers who have tight schedules have difficulty maintaining healthy food habits.
* Most customers are not able to differentiate between facts and myths and are not able to find accurate information.
* Customers may not be able to perform proper exercise due to expensive memberships and their busy schedules.
* Most customers may find it difficult to stay true to their goals and need proper mental support.

**J&P**

**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.

* Unhealthy food habits
* Unbalanced calories and nutrients intake
* **Inaccurate Information**
* Tight schedules and expensive memberships of gyms
* Lack of mental support.
* Wastage of food

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

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| --- | --- | --- | --- | --- |
| **Identify strong TR & EM**  **Identify st**  **rong TR & EM** | **3. TRIGGERS TR**  What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efﬁcient solution in the news.   * Influence on social media * Influence of their friends and neighbours * Advice from their loved ones | **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 behaviour.   * Helps to track their calories and nutrients intake * Helps to perform short circuits workouts that fit their tight schedule * Helps to keep track of their Local supermarkets and grocery delivery. * Helps to suggest recipes from their fridge to avoid wastage of food * Helps to preplan their food schedule * Helps to seek professional help and trainer from anywhere around the world * Helps people to stay focused and determinant * Helps to gain healthy food habits | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7   * Trying to access related information for diet * Getting influenced by influencers in social media * Trying online workouts * Get Information on their nearby healthy places * Trying to find discounts .   1. **OFFLINE**   What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development.   * Trying to eat less food and lose their appetites * Get expensive membership for gyms   and group exercises   * Get Healthy food from their local supermarket |  |
| **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.  Insecure > Confident  Lost about where to start > Proper guidance  Messy food habits > Healthy food habits  Confused > In control  Lost of appetite > Proper diet plan  Distractions > Helps to stay focus |