

# PROJECT DESIGN PHASE -I

## PROBLEM SOLUTION FIT

Date	01-November-2022
Team ID	PNT2022TMID15882
Project Name	AI-powered Nutrition Analyzer for Fitness Enthusiasts
Maximum Marks	2 Marks

### Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> Who is your customer? i.e. working parents of 0-5 yrs kids	<b>4. CUSTOMER CONSTRAINTS</b> <span>CC</span> 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.	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> 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 note-taking.	Explore AS, differentiate
	• People who want to fit their body and maintain proper or balanced diet in a proper way	• constraints may contribute to the unhealthy food choices observed among low socioeconomic groups in industrialized countries.	• Try to eat more protein and fat, and less simple sugars. • Ask your doctor or dietitian about nutritional supplements. • Avoid non-nutritious beverages	
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides.	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> 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.	<b>7. BEHAVIOUR</b> <span>BE</span> 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)	Focus on J&P, tap into BE, understand RC
	• Being a holistic wellness coach, registered dietitian, nutritionist, food scientist, nutrition educator are the job can successfully done in this field	• Lack of appetite, or decreased hunger • A sore mouth or throat can make eating difficult • Undiet plan in untime eating	• the sum of all planned, spontaneous, or habitual actions of individuals or social groups to procure, prepare, and consume food as well as those actions related to storage and clearance.	
Identify strong TR & EM	<b>3. TRIGGERS</b> <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.	<b>10. YOUR SOLUTION</b> <span>SL</span> If you are working on an existing business, write down your current solution first, fit 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.	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> <b>8.1 ONLINE</b> What kind of actions do customers take online? Extract online channels from #7	Extract online & offline CH of BE
	• Antigens are substances that the body labels as foreign and harmful, which triggers immune cell activity.	• In our platform we provide a individual healthy chart for subscribers • Normally Common health diet plan was allocated • Seek your way on organic side and stay healthy	<b>8.2 OFFLINE</b> What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.	
	<b>4. EMOTIONS: BEFORE / AFTER</b> <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. <b>Before</b> - Initially they felt inferiority complex by their own. And felt more negative thoughts and underestimate themselves. <b>After</b> - After the contact session they had a great confidence among themselves. And achieve their Healthy diet.		• Refer journal through online applications, attending some online session, following healthy remedies.	
			• Taking proteins, visit gym, doing aerobic exercise, consume huge water.	



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