

DATE	19 September 2022
PROJECT NAME	AI-Powered Nutrition Analyzer for Fitness Enthusiasts
TEAM ID	PNT2022TMID09605

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> <ul style="list-style-type: none"> <li>Healthy Eaters</li> <li>Sports Persons</li> <li>Senior Citizens</li> </ul>	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> <ul style="list-style-type: none"> <li>Internet Facility</li> <li>Spending Time</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <p>To detect the nutrition based on fruits like Sugar, Fibre, Protein, Calories, etc. to make the users conscious about their foods.</p>	Explore AS, differentiate

Focus on J&P, tap into	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> <ul style="list-style-type: none"> <li>Incorrect Details</li> <li>Low quality image leads to wrong prediction of nutrients</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> <ul style="list-style-type: none"> <li>Busy Schedule</li> <li>Laziness</li> </ul>	<b>7. BEHAVIOUR</b> <span>BE</span> <ul style="list-style-type: none"> <li>Consulting Doctors</li> <li>Maintaining their own diet</li> </ul>	Focus on J&P, tap into

Identify TR & strong EM	<b>3. TRIGGERS</b> <span>TR</span> <p>Through advertisements, neighbors or through social media</p>	<b>10. YOUR SOLUTION</b> <p>To track the health care plan of an individual. To track the calories in the food by uploading images. To suggest food based on their health conditions.</p>	<b>8. CHANNELS OF BEHAVIOUR</b> <p><b>ONLINE:</b></p> <ul style="list-style-type: none"> <li>Through Social Media</li> <li>Channel Advertisements</li> </ul> <p><b>OFFLINE:</b></p> <ul style="list-style-type: none"> <li>Suggests neighbors</li> <li>Through pamphlets</li> </ul>	Identify TR & strong EM
	<b>4. EMOTIONS: BEFORE / AFTER</b> <p>Before: Unhealthy, Confused After: Healthy, Confident</p>			