

Project Design Phase-I

Problem – Solution Fit Template

| | |
|---------------|---|
| Date | 30 September 2022 |
| Team Members | Harshavardhinee P Arunkumar S Aakash K Abishek A C |
| Project Name | AI-Powered Nutrition Analyzer for fitness enthusiasts |
| Maximum Marks | 2 Marks |

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

| | | | | |
|--|---|---|---|--|
| Define CS, fit into CC | 1. CUSTOMER SEGMENT(S) CS People who are looking to get in shape and need some motivation, people who are already active and would like to track their progress, and people looking for new workout time and get dissatisfied with existing nutrition and fitness app. | 6. CUSTOMER CONSTRAINTS CC It is undeniably simple and easy to use. The user can get accurate diet and food plans. It helps to set a routine to your life, push to eat well in right proportion and stay fit. | 5. AVAILABLE SOLUTIONS AS HEALTHIFYME, MY FITNESS PAL, LIFESUM, NOOM, MYNETCALORIE COUNTER FITON BURN.FIT etc,. | Explore AS, differentiate |
| Focus on J&P, tap into BE, understand RC | 2. JOBS-TO-BE-DONE/PROBLEMS J&P Since the dawn of the digital era, the fitness industry has undergone full digital information. Earlier, staying fit and on trend was more difficult due to the difficulty of finding fitness coaches. Nowadays, allowing users to set their goal and later it transformed into a goal tracker which helps the user to achieve their goals. | 9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Tight schedulers(balancing work and personal life) and expensive gym membership. False information about nutrition and fitness requirements. Lack of professional training. | 7. BEHAVIOUR BE The user needs to set a personalized goal, compare their performance based on the saved data, they need to properly follow the diet chart and never get distract from the plan. | Focus on J&P, tap into BE, understand RC |
| Identify strong TR & EM | 3. TRIGGERS TR Customers often prefer to share their achievements on social media. This makes them motivated and push themselves to work more and thus helps us to increase the users. | 10. OUR SOLUTION SL <ul style="list-style-type: none"> Personalized nutrition Deep knowledge about nutritional education Vegan plant-based nutrition Clarity on diet myths and nutritional fake news healthy meal kit delivery service | 8. CHANNELS OF BEHAVIOUR CH Online: Users can make their own/ watch others workouts, exercise sets, diet plans and healthy recipes in customized feature. Offline: Users can see their activity records, able to get a diet chart, tips regarding their past workouts and they can manage their schedule time. | Extract online & offline CH of BE |