

Project Design Phase-I - Problem Solution Fit

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <ul style="list-style-type: none">Healthy EatersSports PersonsSenior Citizens	6. CUSTOMER CONSTRAINTS <ul style="list-style-type: none">Internet FacilitySpending Time	5. AVAILABLE SOLUTIONS <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
	2. JOBS-TO-BE-DONE / PROBLEMS <ul style="list-style-type: none">Incorrect detailsLow quality images leads to wrong prediction of nutritions	9. PROBLEM ROOT CAUSE <ul style="list-style-type: none">Busy scheduleLaziness	7. BEHAVIOUR <ul style="list-style-type: none">Consulting doctorsMaintaining their own diet	
	3. TRIGGERS <p>Through advertisements, neighbors or through social media</p> 4. EMOTIONS: BEFORE / AFTER <p>Before: Unhealthy, Confused After: Healthy, Confident</p>	10. YOUR SOLUTION <p>To track the health care plan of an individual. To track the calories in the food by uploading images. To suggests food based on their health conditions.</p>	8. CHANNELS of BEHAVIOUR <p>ONLINE:</p> <ul style="list-style-type: none">Through Social MediaChannel advertisements <p>OFFLINE:</p> <ul style="list-style-type: none">Suggests neighborsThrough pamphlets	
Identity Strong TR & EM				