**ProjectTitle:**NUTRITIONASSISTANTAPPLICATION **ProjectDesignPhase-I**-**SolutionFitTemplate TeamID:**PNT2022TMID26745

ExploreAS,differentiate

**1. CUSTOMERSEGMENT(S)**

DefineCS,fitintoCC

**CS**

**6.CUSTOMERCONSTRAINTS**

**CC**

**5.AVAILABLESOLUTIONS AS**

Allagegrouppeoplewhoarecareless about their health due totheir busy schedule and intake ofhigh-caloriefoodlikefastfoodsandpacked foods.

If the image is not clear, the appdoesn’t provide accurate result. Sothecustomershouldprovideaclearimageforknowingthenutritioncontent aboutthefood.

Although the packed food comeswithnutritionlabelslikecalorielevelandnutritioncontents,it’sstill not very convenient for peopletorefertoApp-basednutrientdashboardsystems.

**2.JOBS-TO-BE-DONE/PROBLEMS PR**

FocusonJ&P,tapinto

1. **PROBLEMROOTCAUSE**

**RC**

* 1. **BEHAVIOUR**

**BE**

Theproblemoftheuserareobesity,fear of getting health related issueslikeheartattack,diabetes,etc…Theywillgetfrustratedofnotgettingimmediateresultanddifficulttodotediouswork.Sometimestheyfeellikelackofconfidenceduetotheirappearance.

Itiseasytofallintoatrapofeatingunhealthy foods which is heavy incalories. Once the nutritional valueis replaced by foods high in sugar,bad fats and salt it leads to varioushealthissuessousersneedtocontrol their daily calorie intake toleada healthy lifestyle.

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The behavioral changes in usersreflectintheirday-to-daylifesuchastheywillmaintainaproper diet and follow the dailyroutineineatingandintakeofhealthyfood.So,thatithelpsthemtoimprovetheirhealth.

* + 1. **TRIGGERS TR**

Focus on PR, tap into BE,understandRC

IdentifystrongTR&EM

Desiretoliveahealthylifestyle.Byknowingthesuccessstoryofpeoplewhoachievedtheirgoal.Byseeingpeoplewho are fit andhealthy.

* + 1. **EMOTIONS:BEFORE/AFTER EM**

Theyscaredofdeclininghealth,sotheyget motivated towards eating healthyfoodsandmove tohealthylifestyle.

1. **YOURSOLUTION SL**

Bytakingthepictureofthefoodanduploadingitinthe app,theusercan know what are all the nutrientspresent in the food. Clarifai’s AI-Driven Food Detection Model isused for getting accurateidentification of food and APIs togive the nutritional value of theidentifiedfood.

**8.CHANNELSofBEHAVIOUR CH**

**ONLINE**

Extract online&offlineCHofBE

The application provides a user friendlyenvironmentthatenablesuserstointeract through chatbot to clarify theirqueries and a dashboard is displayed toknowthe acivities.

**OFFLINE**

Connecting all the users through offlinemeetingandgivingsomecomplimentarygifts.Conductingofflinesessionbynutritionexpert.