

PROJECT DESIGN PHASE I

PROBLEM SOLUTION FIT

DATE	24 OCTOBER 2022
TEAM ID	PNT2022TMID36987
PROJECT TITLE	AI POWERED NUTRITION ANALYST FOR FITNESS ENTHUSIASTS
MAXIMUM MARKS	2 MARKS

Problem-Solution fit canvas 2.0
Purpose / Vision

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? I.e. working parents of 0-5 y.o. kids People who wants to maintain their fitness by managing their diet.	6. CUSTOMER CONSTRAINTS CC 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. Hotels, Fast Food shops produce nice aromas in their foods that aroma attract them to loose their control and make them to eat.	5. AVAILABLE SOLUTIONS AS 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 notetaking ->Consult Nutritioner for proper diet control ->Avoid Fast Foods/Junk Foods. ->To eat proper food on time which is rich in nutritions	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides. Fitness Maintainer, Nutrition Specialist, Diet Controller, Gym Coach, Personel Trainer these are the jobs succesfully done in this field.	9. PROBLEM ROOT CAUSE RC 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. ->Eating unhealthy food. ->Eating food at wrong time. ->Not drinking enough water. ->Drinking water right after a workout/when the heart pumps fast	7. BEHAVIOUR BE 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) Detailed Plans, Scheduled Training, Proper Diet, Felicitous Stretching of Muscles, Fitness Fun Games, Strength Challenges these were the things which drive to maintain their fitness.	
Identify strong TR & EM	3. TRIGGERS TR What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. Making their body Fit and Healthy, Attracting the people by exposing their body.	10. YOUR SOLUTION SL If you are working on an existing business, write down your current solution first, fill 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. ->Make proper diet plan seperately for everyone. ->Diet plans were formed by the things available easily. ->Insists to eat organic food and do simple and effective workouts	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 Follow diet from Nutritioner, Consult doctor for health issues. 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Follow the plans constantly, Take nutritious food, Keep Hydrated.	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM 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. Initially they think about their decision was wrong and they were ambitious about it.			

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