

Problem Solution Fit

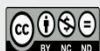
Date	9 October 2022
Team ID	PNT2022TMID49746
Project Name	AI Powered Nutrition Analyst for Fitness Enthusiasts.
Maximum marks	2 marks.

Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Who is your customer? eg. working parents of 0-5 y.o. kids People who want to follow proper balanced diet.	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> What limits your customers to act when problem occurs? Spending power, budget, no cash in the pocket? Network connection? Available devices? constrains may contribute to the Unhealthy food choices observe	5. AVAILABLE SOLUTIONS AS <small>PLUSES & MINUSES</small> Which solutions are available to the customer when he/she is facing the problem? What had he/she tried in the past? Pluses & minuses? Try to eat more protein. Avoid non-nutritious beverages.	Explore AS, differentiate
	among the group.			
Focus on PR, tap into BE, understand RC	2. PROBLEMS / PAINS + ITS FREQUENCY PR Which problem do you solve for your customer? There could be more than one, explore different sides. eg. existing solar solutions for private houses are not considered a good investment (1). Being a holistic wellness coach, registered dietitian nutritionist educator are the job can successfully done in this field.	9. PROBLEM ROOT / CAUSE RC What is the root of every problem from the list? eg. People think that solar panels are bad investment right now, because they are too expensive (1.1), and possible changes to the law might influence the return of investment significantly and diminish the benefits (1.2). Lack of appetite Undiet plan in un time eating.	7. BEHAVIOR + ITS INTENSITY BE What does your customer do about / around / directly or indirectly related to the problem? eg. directly related: tries different "green energy" calculators in search for the best deal (1.1), usually chooses for 100% green provider (1.2). indirectly related: volunteering work (Greenpeace etc) Being an individual follow proper Diet, which should be pre-planned.	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TO ACT TR What triggers customer to act? eg. seeing their neighbor installing solar panels (1.1), reading about innovative, more beautiful and efficient solution (1.2) On seeing ad in a social media's may trigger my customers.	10. YOUR SOLUTION SL If you are working on existing business - write down existing solution first, fill in the canvas and check how much does it fit 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. Normally common health diet plan was allocated.	8. CHANNELS of BEHAVIOR CH ONLINE Extract channels from Behavior block Attend online sessions and follow proper remedies.	Extract online & offline CH of BE
	4. EMOTIONS EM <small>BEFORE / AFTER</small> Which emotions do people feel before/after this problem is solved? Use it in your communication strategy. eg. frustration, blocking (can't afford it) > boost, feeling smart, be an example for others to make a smart purchase. Before: Literally have no confident. After: Gain confidence.		OFFLINE Extract channels from Behavior block and use for customer development Consuming huge water. Visit gym.	



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 Designed by Daria Nepriakhina / [IdeaHackers.nl](https://www.ideahackers.nl) - we tailor ideas to customer behaviour and increase solution adoption probability.



