**Project Title: AI-Powered Nutrition analyzer for Fitness Enthusiast Project Design Phase-I** - **Solution Fit Template Team ID: PNT2022TMID20316**

**Focus on J&P, tap into BE, understand RC**

**Explore AS, differentiate**

**Deﬁne CS, ﬁt into CC**

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

**AS**

**5. AVAILABLE SOLUTIONS**

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.

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

Who is your customer?

* AI based sports industry for their nutrient, diet, training and planning.
* AI based food safety.
* ML in food delivery.
* Artificial Intelligence for predictive food & beverage product development-**Gastrograph**
* AI used in grocery industry.

**Explore AS, differentiate**

**Define CS, fit into CC**

The app should contain the following conditions/features to avoid the problems in lack of nutrition:

* Exercise module
* Food module
* Water module
* Reminder Feature
* Bored content.
* Repetition of the same content in the apps, website etc.
* Less attractive.
* Cost of analysis used in the application.

Thye customer will analu=yse the working of the

**BE**

**7. BEHAVIOUR**

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)

**RC**

**9. PROBLEM ROOT CAUSE**

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.

**J&P**

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

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

**Focus on J&P, tap into BE, understand RC**

1. One of the concerning problems in the society nowadays is that they have a poor tracking ability where it is difficult to keep track of their exercise statistics such as calories, distance travelled, speed, as well as steps taken.
2. By developing this fitness app, peoples could keep track of their fitness level daily through the app by monitoring the statistics of the exercises that they have completed previously and then adjust the routines accordingly, in which the app will plays as an assistant role in the users’ daily life.

* Poor tracking ability
* Lack of measuring tools and self-perseverance to carry out the exercise consistently.
* Difficult to keep track of their exercise statistics such as calories, distance travelled, speed, as well as steps taken.
* The customer will analyze the working of the application and analyze the benefits made by the app to them by using for a while.
* Calculate the weight loss/gain, cholesterol level, BP, sugar etc. to predict the advantage of the app whether]r it is useful or not by using it for a while.
* And finding the best app for them to maintain their nutrition.

**Identify strong TR & EM**

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| **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.   * Lack of care in their health. * Not having time to concentrate about their daily routine in calories and food etc. | **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.   * After mentioning the problems above, the deliverable of the project is a fitness mobile application called **AI-powered Nutrition analyzer** in which the users can use the app to keep track of their exercise, food, and water statistics such as calories, distance travelled, nutrients consumed, volume of water intake, and so forth. * Meanwhile, tons of information will be available in the mobile application so that the users can be provided with useful as well as helpful tips and tricks about health to make their life healthier than before. | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7   * 1. **OFFLINE**   What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development.  Online:   * Contact help support in the application if find any issues. * Contact via call/email/landline   Offline:   * To meet the fitnrss enthusiast in person and discuss about the issues happened. |  |
| **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.  While facing any issues in the application:   * Irritated. * Inconvenient. * Unhealthy. * Frustrated. |