

Project Design Phase-I - Solution Fit Template

Project Title: Project - AI-Powered Nutrition Analyzer for Fitness Enthusiasts

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Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? i.e., working parents of 0-5 yr kids	6. CUSTOMER CONSTRAINTS 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.	5. AVAILABLE SOLUTIONS 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	Explore AS, differentiate
	<ul style="list-style-type: none">Diet conscious peopleUnhealthy peopleSports personsSenior CitizensPatients suffering from ObesityCardiac PatientsDiabetic PatientsPregnant Women	<ul style="list-style-type: none">Network connectionAvoidable medical errorsMedicines may have indirect effects.Lack of good hospitality in some health centers.Preserved food itemsSpending Time	<ul style="list-style-type: none">To detect the nutrition based on fruits like Sugar, Fiber, Protein, Calories, etc. to make the users conscious about their foodsEnsures the availability of calorie in the food taken by the customer.	

Focus on J&P, tap into BE, understand RC	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.	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.	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)	Focus on J&P, tap into BE, understand RC
	<ul style="list-style-type: none">To provide right nutrition for particular needsThe quality of image that sent to the model for identification should be clear and reliable.Provide Correct DetailsCreate Awareness	<ul style="list-style-type: none">Change in the human life styleBusy ScheduleLazinessFalling in the trap of junk/unhealthy foodsSmoking/DrinkingStress	<ul style="list-style-type: none">Discuss about their issues with Health expertGetting opinion from the customers who are following it.To avoid high calorie food itemsMaintaining healthy dietBeing patience and consistent in following up	

I d e n t i f y s t r o n g T R & E M	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. <ul style="list-style-type: none"> Attractive marketing techniques like ads 	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. <ul style="list-style-type: none"> 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. 	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. <ul style="list-style-type: none"> ONLINE: <ul style="list-style-type: none"> Virtual Consulting Social Media Calorie Analyzer App OFFLINE: <ul style="list-style-type: none"> Conducting awareness meeting Regular health checkup Mutual suggestions 	I d e n t i f y s t r o n g T R & E M
	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. <ul style="list-style-type: none"> BEFORE: <ul style="list-style-type: none"> Worried and stressed about their Obesity, High Blood pressures may trigger their emotions, loss of Control AFTER: <ul style="list-style-type: none"> Healthy & Confident 			