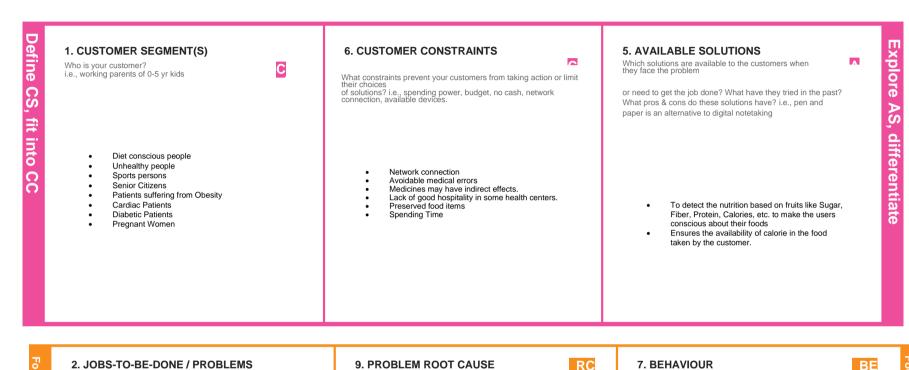
Project Design Phase-I - Solution Fit Template

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

Team ID: PNT2022TMID13870



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.

- To provide right nutrition for particular needs
- The quality of image that sent to the model for identification should be clear and reliable.
- Provide Correct Details
- Create Awareness

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.

- Change in the human life style
- Busy Schedule
- Laziness
- Falling in the trap of junk/unhealthy foods
- Smoking/Drinking

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)

- Discuss about their issues with Health expert Getting opinion from the customers who are following it.
- To avoid high calorie food items
- Maintaining healthy diet
- Being patience and consistent in following up

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8. CHANNELS of BEHAVIOUR



What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Attractive marketing techniques like ads

4. EMOTIONS: BEFORE / AFTER

ΕM

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.

- BEFORE:
 - Worried and stressed about their Obesity, High Blood pressures may trigger their emotions, loss of Control
- AFTER:
 - Healthy & Confident

10. YOUR SOLUTION

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.

- 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.

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

- ONLINE:
 - 0 Virtual Consulting
 - Social Media
 - 0 Calorie Analyzer App
- OFFLINE:
 - Conducting awareness meeting
 - Regular health checkup 0
 - Mutual suggestions

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