

Project Design Phase-I Problem – Solution Fit

Date	19 September 2022
Team ID	PNT2022TMID28535
Project Name	AI-powered Nutrition Analyzer for Fitness Enthusiasts
Maximum Marks	2 Marks

Problem – Solution Fit:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Everyone, from young children to older folks, needs to engage in regular exercise in order to maintain optimum health. Fitness and sports enthusiasts who are strongly committed to their well-being and who see nutrition as an essential part of it. Individuals who suffer from chronic and infectious conditions. 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> Lack of motivation brought on by various elements. The food's nutritional facts and availability of information are both inadequate. Lacking a suitable instrument for consistently tracking and recording their nutritious diet. To get a personalized health recommendation, you must pay more money. 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> With the help of Artificial intelligence, customers may now receive individualized fitness suggestions at a far lower cost than they had before. Fitness development has served as a crucial component of the fitness business for decades. In contrast to dietitians, who may not always be accessible, customers can have the nutritional of their food evaluated at any time. 	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> Educating themselves is something that people must actively pursue. They must examine the components and keep an eye out for items to stay away of. Keeping a healthy meal pattern in order to safeguard your condition. 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Consumers don't proactively endeavor to educate themselves. They must examine the components and keep an eye out for items to stay away of. Neither getting individualized dietary advice nor regular updates. Most individuals don't know the contents of the foods they intake. 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Consumers must snap a photo of the meal by pointing their smart phones at it, create a frame around it, and then enable food image analysis within that frame. To achieve good dietary habits, consumers must adhere to the recommendations made. 	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> Observing people who are in good physical and mental health. Studying and discovering about the benefits of good health and the potential effects of a poor diet. Using articles from the web and on social media to become more aware of one. 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> This software gives users access to real-time information regarding their caloric and nutrient intake. The software employs artificial intelligence (AI) and image classification technologies to recognize the meal precisely and compute the number of calories based on the image. Using a Smartphone camera, the user must first point it at food before drawing a frame and turning on food image analysis for that area. On the screen, the leading contenders for the frame are displayed. When a user taps one of the potential items, the name of the food group and an image are added to the system's daily meal record. The program recognizes foods and then shows the user their nutrition based on several attributes including colour, shape, and so on. Unparalleled prospects for advancement and use are provided by artificial intelligence. 	8. CHANNELS of BEHAVIOUR CH <ul style="list-style-type: none"> ONLINE: Evaluating the nutritional information in comparison to online resources. Additionally, you may use tools like social media to educate yourself on the advantages of maintaining a healthy diet. OFFLINE: Before purchasing, consumers should familiarise themselves with the advice or recommendations and make an effort to heed them. 	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> BEFORE: Uncertain about how to keep better track of or maintain a nutritious diet. Concern over the amount, quality, components, ingestion amounts, and potential impacts of the ingredients. AFTER: Knowledgeable about the intake, quantity, and components utilized in order to avoid those that might harm their health. 			