Project tile: Nutrition assistant application

Project Design Phase – I – Problem Solution Fit

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Define CS, fit into CL

1. CUSTOMER SEGMENT(S) CS

- Obese people
- Malnourished person
- Fitness fanatic

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES CL

- Fixed Schedules and Fancy Gym Memberships
- Insufficiency of Professional Training
- Dietician consultation is costly

5. AVAILABLE SOLUTIONS PROS & CONS AS

Make use of online resources to collect nutritional information about individual ingredients

- Pros: Eliminate excess calorie intake
- Cons: Time consuming and inaccurate

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS + ITS FREQUENCY PR

- Rate of increasing obesity
- Malnutrition
- Inferiority complex about appearance
- Increasing health risks like diabetes, high/low blood pressure, cardiac arrest

9. PROBLEM ROOT / CAUSE RC

- Consumption of high calorie foods.
- Poor quality of diet plan
- Not maintaining correct BMI
- Health risks are mainly caused due to insufficient knowledge about nutrition.

7. BEHAVIOR + ITS INTENSITY BE

Directly related: Altering proportions of certain food groups by searching for low fat diet plans, low carbohydrate diet plans

Indirectly related: Adequate water consumption, medical surgeries

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TO ACT TR

- Envious about healthy neighbours
- Need for accurate results
- Body shaming

4. EMOTIONS BEFORE / AFTER EM

No adequate knowledge about healthy foods > Gain knowledge about healthy diet

10. YOUR SOLUTION SL

A web application that automatically estimates food attributes such as ingredients and nutritional value by classifying the input image of the meal provided, so that the user will know about the nutritional information of the meal which they consume.

8. CHANNELS of BEHAVIOR CH

ONLINE

The customer will search directly for the nutritional information

OFFLINE

They tend to consult dietician, or nutritionist or can gain information from the community.

Extract online & offline CH of BE