

# PROJECT DESIGN PHASE - 1

## PROBLEM SOLUTION FIT

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|---------------|---|
| Date          | 9 October 2022  |
| Team ID       | PNT2022TMID12209                                      |
| Project Name  | AI Powered Nutrition Analyst for Fitness Enthusiasts. |
| Maximum Marks | 2 Marks   |

Problem-Solution fit canvas 2.0

Purpose / Vision

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|--|---|--|--|--|
| Define CS, fit into CC                   | <b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span><br>Who is your customer?<br>i.e. working parents of 0-5 y.o. kids   | <b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span><br>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.   | <b>5. AVAILABLE SOLUTIONS</b> <span>AS</span><br>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"> <li>People who want to fit their body and maintain proper or balanced diet in a proper way</li> </ul>  | <ul style="list-style-type: none"> <li>constraints may contribute to the unhealthy food choices observed among low socioeconomic groups in industrialized countries.</li> </ul>  | <ul style="list-style-type: none"> <li>Try to eat more protein and fat, and less simple sugars.</li> <li>Ask your doctor or dietitian about nutritional supplements.</li> <li>Avoid non-nutritious beverages</li> </ul>  |  |
| Focus on J&P, tap into BE, understand RC | <b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span><br>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.  | <b>9. PROBLEM ROOT CAUSE</b> <span>RC</span><br>What is the real reason that this problem exists?<br>What is the back story behind the need to do this job?<br>i.e. customers have to do it because of the change in regulations.  | <b>7. BEHAVIOUR</b> <span>BE</span><br>What does your customer do to address the problem and get the job done?<br>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"> <li>Being a holistic wellness coach, registered dietitian nutritionist, Food scientists, nutrition educator are the job can successfully done in this field</li> </ul>   | <ul style="list-style-type: none"> <li>Lack of appetite, or decreased hunger</li> <li>A sore mouth or throat can make eating difficult</li> <li>Undiet plan in untimely eating</li> </ul>  | <ul style="list-style-type: none"> <li>the sum of all planned, spontaneous, or habitual actions of individuals or social groups to procure, prepare, and consume food as well as those actions related to storage and clearance.</li> </ul>  |  |
| Identify strong TR & EM                  | <b>3. TRIGGERS</b> <span>TR</span><br>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.   | <b>10. YOUR SOLUTION</b> <span>SL</span><br>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.<br>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. | <b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span><br><b>8.1 ONLINE</b><br>What kind of actions do customers take online? Extract online channels from #7   | Extract online & offline CH of BE        |
|  | <b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span><br>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.<br>Before: Initially they felt inferiority complex by their own. And felt more negative thoughts and underestimate themselves.<br>After: After the correct session they had a great confidence among themselves. And active their Healthy diet. | <ul style="list-style-type: none"> <li>In our platform we provide a individual healthy chart for subscribers</li> <li>Normally Common health diet plan was allocated</li> <li>Seek your way on organic side and stay healthy</li> </ul>  | <b>8.2 OFFLINE</b><br>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.  |  |

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