**Project Title:** AI-powered nutrition Analyzer

for fitness enthusiasts **Project Design Phase-I** - **Solution Fit Team ID:** PNT2022TMD34036

**Focus on J&P, tap into BE, understand RC**

**Explore AS, differentiate**

**Deﬁne CS, ﬁt into CC**

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

The best way to prevent malnutrition is to eat a healthy, balanced diet.

Take drinks after your meal, not before or during as that can fill you up.

**AS**

**5. AVAILABLE SOLUTIONS**

Which solutions are available to the customers when they face the problem

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.   
A good health care system that provides immunization, oral rehydration, periodic deworming, early diagnosis and proper treatment of common illnesses can go a long way in preventing malnutrition in the society.

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

Who is your customer?

i.e. working parents of 0-5 y.o. kids

It usually occurs when a person has not had food of adequate quality and quantity and/or they have had frequent or prolonged illnesses

**Explore AS, differentiate**

**Define CS, fit into CC**

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)

**BE**

**7. BEHAVIOUR**

What does your customer do to address the problem and get the job done?

. The use of the convenient commercial oral nutritional supplements have been shown to maintain the muscle mass, to lower the complication rate

1. Avoid non-nutritious beverages such as black coffee and tea; instead choose milk and juices.

**RC**

**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.

* conditions that cause nausea or make it difficult to eat or swallow.
* It occurs when the body does not get enough food and enough necessary nutrients.

**J&P**

**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.

You can pursue a career in nutrition whether you have an applicable bachelor's degree or you simply enjoy researching

the science yourself.

**Focus on J&P, tap into BE, understand RC**

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**Identify strong TR & EM**

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| **Identify strong TR & EM** | **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.*  Common causes of loss of appetite include cancers, tumours, depressive illness and other mental illnesses, liver or kidney disease, chronic infections etc. | **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.  dietary changes, such as eating foods high in energy and nutrients  . treatment for any underlying medical conditions causing malnutrition. vitamin and mineral supplements.  Children diagnosed with moderate acute malnutrition are provided with care and support, which may include food and micronutrient supplements, medical treatment, if needed, and nutrition advice/education for parents and caregivers. | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7   * Visit a health professional. Online health information should not replace talking with your physician or other health professionals.   1. **OFFLINE**   What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development   * Try to eat more protein and fat, and less simple sugars. * Walk or participate in light activity to stimulate your appetite. * Providing nutrition screening and appropriate nutrition advice is essential to improve healthy eating and subsequent health outcomes.   . |  |
| **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.  negative emotions, such as **disgust and fear**, have been found to mediate responses to food in people with eating disorders, and both anxiety about food and eating and fear of weight gain are important clinical features of eating disorders. |