

Project Design Phase-I
Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID38702
Project Name	AI powered nutrition analyzer for fitness enthusiast project
Maximum Marks	2 Marks

Problem – Solution Fit Template:

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.**

Template:

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Food is essential for human life and has been the concern of many healthcare conventions

6. CUSTOMER CONSTRAINTS

CC

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.

Nutritional analysis is the process of determining the nutritional content of food. It is a vital part of analytical chemistry that provides information about the chemical composition, processing, quality control and contamination of food.

5. AVAILABLE SOLUTIONS

AS

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

Health is a leading Indian health and fitness app whose artificial intelligence powered virtual nutritionist, , helps its users regarding their queries around fitness and nutrition in both audio and text in more than 10 languages

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers?
There could be more than one; explore different sides.

Endurance athletes rarely compete in the fasted state, as this may compromise fuel stores. Thus, the timing and composition of the pre-exercise meal is a significant consideration for optimizing metabolism and subsequent endurance performance

9. PROBLEM ROOT CAUSE

RC

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.

The app uses AI and image classification technology to identify the food correctly and accurately and also calculated the amount the calories just from the picture. Their proprietary API, called Food

7. BEHAVIOUR

BE

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)

Is yet another online platform which uses deep learning and image recognition to analyse what the users eat and determine what is trending in terms of each popular dish that the user eats and consumption time

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

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.

The app heavily relies on AI to produce customised data regarding calorie intake and

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.

It also integrates with their Food Knowledge Graph that contains a large set of commonly eaten foods,

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.

macro adjustments thus providing high-quality nutrient plan each week for its users which is generated from its 1+ million foods

8. CHANNELS of BEHAVIOUR

CH

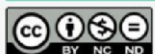
8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

Their proprietary API, called Food AI API has been trained to identify cuisines from across the world

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

Thus making it the most culturally diverse food identification system in the world.

Extract online & offline CH of BE



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