**Project Title: Nutrition Assistant Application Project Design Phase-I** - **Solution Fit Template Team ID:** PNT2022TMID43431

**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

**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.

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

Who is your customer?

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

**Explore AS, differentiate**

**Define CS, fit into CC**

People want to lose weight,those

who want to gain weight in

healthy way. Everyone who feels

to stay fit and healthy by

consuming nutritious food and

following calorie conscious diet.

1. Personal diet tracking app

which helps to maintain diet.

2. Personal nutritionist or

trainer to suggest correct

schedule according to customer

requirement.

1.Shortage of time due to work

pressure due to which

maintaining becomes difficult.

2. Not able to control cravings

and end up eating unhealthy

and high calorie foods.

**BE**

**7. BEHAVIOUR**

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

**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.

**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.

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

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1. Eating healthy and low

calorie foods.

2. Following diet plan and

consuming nutritious foods.

3. Working out or taking up

any sport involves physical fitness

1. Due to shortage of time, preparation of healthy home

food is replaced by consuming

unhealthy fast food. 2. Teenagers are addicted to

fast food which leads to obesity

1.To calculate calories and nutrients present.

2. Monitor customers calorie

consumption in order to

maintain diet

**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.  1. When people around us bully. 2. Peer pressure,beauty standards, society point of view etc.,  3. When obesity and consumption of unhealthy foods leads to health issues | **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.  1. Follow the correct diet plan and consume suggested calories per day.  2. Try to involve yourself in physical  fitness like sports, gym, yoga etc., | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7  1. follow people who give healthy and nutritious food recipes.  2. Keep track of fitness freaks in  social media and follow their  fitness tips   * 1. **OFFLINE**   What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development.  Notice people around you who  follows healthy habits in both  consumption of food and workouts. |  |
| **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.  When customer use our application they feel secure with their meal planning. |