

Project Title: Ai powered nutrition analyzer for fitness enthusiasts
PNT2022TMID45194

Project Design Phase-I - Solution Fit Template

Team ID:

1. CUSTOMER SEGMENT(S)

Consumers of nutrition content fit into three main categories: **Experts, such as professional athletes, semi-pros, and instructors.** The “average” health-conscious enthusiast. Beginners, or people who want to live healthier but need encouragement.

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6. CUSTOMER CONSTRAINTS

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1. Biological determinants such as hunger, appetite, and taste
2. Economic determinants such as cost and income
3. Physical determinants such as access, education, skills and time

5. AVAILABLE SOLUTION

1. Eat smaller meals and snacks more frequently. ...
2. Use of AI apps
3. Avoid non-nutritious beverages such as black coffee and tea; instead choose milk and juices.

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2. JOBS-TO-BE-DONE /PROBLEM

Successful innovations help **consumers to solve problems**—to make the progress they need to, while addressing any anxieties or inertia that might be holding them.

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9. PROBLEM ROOT CAUSE

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The main problem root cause is the wide variety of different characteristics of foods, including their composition, structure, physicochemical properties and sensory attribute.

6. BEHAVIOUR

There is increasing interest in consumer behavior and nutrition. However, the present attempts are inadequate inasmuch as they follow the "curative" approach. What is needed is a "preventive health approach."

BE

<div>3. TRIGGERS<div>TM&EM</div><p>Customers get triggered by seeing their neighbour installing gym equipments in home and by reading more efficient solution in social media.</p><div>4. EMOTIONS: BEFORE / AFTER</div><p>Customers may feel stressed and get into depression before and after that they may feel happy and relaxed</p></div>	<div>10. YOUR SOLUTION<div>SL</div><p>Nutrition software that makes coaching easy. Create meal plans, evaluate food diaries, perform nutritional analyses, track progress etc.</p></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div>8.1 ONLINE</div><p>People use social media in maintaining healthy diets and learning about nutrition.</p><div>8.2 OFFLINE</div><p>People try to control their food habits and change their diet plan.</p></div>
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