

Project Design Phase-I

Problem – Solution Fit Template

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| Date | 19 September 2022 |
| Team ID | PNT2022TMID42452 |
| Project Name | Project – Nutrition Assistant Application |
| Maximum Marks | 2 Marks |

Problem – Solution Fit Template:

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| <div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Define CS, fit into CC</div> <div> <p>1. CUSTOMER SEGMENT(S) CS</p> <p><small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small></p> <div style="border: 1px solid black; padding: 10px; min-height: 100px;"> <p>People of all ages.</p> </div> </div> </div> | <div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Define CS, fit into CC</div> <div> <p>6. CUSTOMER CONSTRAINTS CC</p> <p><small>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.</small></p> <div style="border: 1px solid black; padding: 10px; min-height: 100px;"> <ol style="list-style-type: none"> Budget issues No time for dieting Poor knowledge of nutrition </div> </div> </div> | <div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Define CS, fit into CC</div> <div> <p>5. AVAILABLE SOLUTIONS AS</p> <p><small>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</small></p> <div style="border: 1px solid black; padding: 10px; min-height: 100px;"> <p>1. Food package included with nutritional values Pros: Able to choose right foods for desired goals Cons: doesn't help people being consistent</p> <p>2. App-based Pros & Cons: Convenient & low recommendation</p> </div> </div> </div> | | | |
| <div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> <div> <p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <p><small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small></p> <div style="border: 1px solid black; padding: 10px; min-height: 100px;"> <ol style="list-style-type: none"> Lack of confidence Underweight & overweight Health related issues </div> </div> </div> | <div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> <div> <p>9. PROBLEM ROOT CAUSE RC</p> <p><small>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.</small></p> <div style="border: 1px solid black; padding: 10px; min-height: 100px;"> <p>Nowadays, health is a major concern and lifespan of people are decreasing day by day due to pollution and other industrial chemical and eating unhealthy foods damage out health in a longtime journey.</p> </div> </div> </div> | <div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> <div> <p>7. BEHAVIOUR BE</p> <p><small>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)</small></p> <div style="border: 1px solid black; padding: 10px; min-height: 100px;"> <ol style="list-style-type: none"> Allocating time for eating Allocating time for exercise Being consistent Eating healthy nuts daily Drinking plenty of water in between every meals Proper sleep of min 8 hours </div> </div> </div> | | | |
| <div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Identify strong TR & EM</div> <div> <p>3. TRIGGERS TR</p> <p><small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small></p> <div style="border: 1px solid black; padding: 10px; min-height: 100px;"> <p>Success/ Transformation stories of people around them in terms of health and fitness.</p> </div> </div> </div> | <div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Identify strong TR & EM</div> <div> <p>4. EMOTIONS: BEFORE / AFTER EM</p> <p><small>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.</small></p> <div style="border: 1px solid black; padding: 10px; min-height: 100px;"> <p>They feel insecure, low self-esteem, sad but afterwards of this journey they feel confident.</p> </div> </div> </div> | <div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Extract online & offline CH of BE</div> <div> <p>10. YOUR SOLUTION SL</p> <p><small>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.</small></p> <div style="border: 1px solid black; padding: 10px; min-height: 100px;"> <p>Our project scans the food and provides nutritional information for scanned food and therefore keeping track of customer's efforts and providing daily water intake system. Our project aims at healthy and less expensive food recommendations.</p> </div> </div> </div> | | | |
| <div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Extract online & offline CH of BE</div> <div> <p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE <small>What kind of actions do customers take online? Extract online channels from #7</small></p> <div style="border: 1px solid black; padding: 10px; min-height: 100px;"> <p>Uses friendly interface for customer to interact with chat box</p> </div> </div> </div> | | | <div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Extract online & offline CH of BE</div> <div> <p>8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small></p> <div style="border: 1px solid black; padding: 10px; min-height: 100px;"> <p>Interacting with like-minded people can promote confidence</p> </div> </div> </div> | | |