

Problem-Solution fit

1. CUSTOMER SEGMENT(S) CS		6. CUSTOMER CONSTRAINTS CC	5. AVAILABLE SOLUTIONS AS	Explore AS, differentiate
Define CS, fit into CC	The Target Audience or customer for fitness apps includes people who are looking for an app to help them reach their fitness goals. This includes people who are looking to get into shape and are in need of motivation. It also includes those who are already active and now want to track their progress or try out new workout routines	<p>(1)LACK OF AUTOMATION Fitness apps suffer from lack of automation features that allow users to input all required information together much quicker.</p> <p>Another serious disadvantage of fitness apps is that they require a lot of energy to track the activity of users.</p>	<p>(!)A personalized experience</p> <p>(2)Customized Diet Plans</p> <p>(3)Nutrition Tracking</p> <p>(4)Push notification system & reminders</p> <p>(5)Gamification</p>	
2. JOBS-TO-BE-DONE / PROBLEMS J&P		9. PROBLEM ROOT CAUSE RC	7. BEHAVIOUR BE	Focus on J&P, tap into BE, understand RC
Focus on J&P, tap into BE, understand RC	<p>(1)WORKOUT AND EXERCISE APPS Workout mobile applications provide the information of exercise to the users, which they need to do. Apart from this, workout apps guide the users on how to exercise properly.</p> <p>(2)NUTRITION APPS Nutrition apps measure different health indicators such as height, weight, calories, water balance, etc. in order to ensure that people maintain a healthy diet.</p> <p>(3)ACTIVITY TRACKING APPS The activity tracking app consists of multiple optical sensors to calculate the completed steps and calories burned during the exercise.</p>	<p>(1) False Information about Exercises & Nutrition Guide There is a lot of content available on the internet about everything. Sadly, as the internet is available everywhere and to everyone, it is subjected to have incorrect information as well.</p> <p>(2)Lack of Professional Training Regular people do not have access to information about how athletes and sports personalities train for their fitness.</p> <p>(3)Tight Schedules and Expensive Gym Memberships</p>	Fitness trackers can help increase awareness of daily physical activity. But they are only facilitators, not drivers of behaviour change	
3. TRIGGERS TR		10. YOUR SOLUTION SL	8.1 ONLINE CHANNELS CH	Explore AS, differentiate
Define CS, fit into CL	Awareness among the people to take care of their physic and health to lead a healthy and organic lifestyle has been increased in the todays society. So, That triggers the people to track their activity.	<p>(1) False Information about Exercises & Nutrition Guide Solution : Our developed workout and nutrition app provides factual information and saves the precious time of users.</p> <p>(2)Lack of Professional Training : Our developed workout planning app provides professional training sessions</p> <p>(3)Tight Schedules and Expensive Gym Memberships : this app is cost-effective than an expensive gym membership and personal trainer's monthly fees.</p>	There are a huge amount of data are needed for an individual to lead an Healthy, everybody can sort the content and apply it on daily basis. But takes Time and patience. Fitness Analyzer tracks the Purposes of the Individual.	
4. EMOTIONS: BEFORE / AFTER EM			8.2 OFFLINE CHANNELS CH	
Define CS, fit into CL	This application helps the users to stimulate to workout and eat healthy on the basis. On long term this leads to Strees & anxiety free psychological mind. That gives Discipline, Consistency and Tolerance to with stand any situation.		People who all are intrested in maintaining their physic and take of their health can consult a Physician or a Well Experienced Gym Trainer.	