Problem-Solution fit canvas 2.0

Purpose/vision NUTRITION ASSISTANT APPLICATION

TEAM ID :PNT2022TMID49561

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

Who is your customer?

All kind of people who want to maintain their nutrition

6. CUSTOMER CONSTRAINTS   CC

What constraints prevent your customers from taking action or limit their choices of solutions?

1. Spending power, budget, no cash, network connection, available devices.

2. Users will not be able to use the application without registering.

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

1. If the users forget their password they can create a new password by using email verification

Explore AS, differentiate

Focus on J&P, tap into

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.

1. People have many problems in maintaining their nutrition in day to day life.

2. It include raising the level of nutrition for people without the knowledge for maintaining the nutrition.

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.

1. It is challenging for people to manage their diet flow day to day.

2. A variety of medical problems can affect your appetite, illness, medicines or surgery can cause these problems.

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)

1. When its come to dieting some people may not have proper guidance to maintain their diet

2. This problem can be overcome by this application users can view their nutrition flow and eat or drink accordingly.

Focus on J&P, tap int   C

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. Maintaining the nutrition problem is a major problem among people.

2. Once their realize their health condition and how much can make necessary adjustment and manage their health better

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.

Before : Unhealth, imbalanced nutrition

After : Healthy diet, balanced nutrition

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.

A variety of medical problems can affect your appetite. Your illness, medicines or surgery can cause these problems. Many people become frustrated when they know they need to eat to get well but they aren't hungry, or when they gain weight because they are fatigued and unable to exercise. Each of the following sections describes a nutritional problem and suggests possible solutions. .

8. CHANNELS of BEHAVIOUR   CH

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

People can check the amount of nutrition they need to take on daily basics.

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

With the knowledge of nutrition plan from the application people can eat and drink accordingly.

Extract online & offline CH of BE

★ AMALTAMA