

Project Design Phase-I Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID24576
Project Name	AI-powered Nutrition Analyzer for Fitness Enthusiasts
Maximum Marks	2 Marks

Problem – Solution Fit Template:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small> Sportsperson, Commoners, Teenagers, Fitness Enthusiasts, Doctors	6. CUSTOMER CONSTRAINTS CC <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> Knowledge, Spending power, Time, Resources	5. AVAILABLE SOLUTIONS AS <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> Refers nutrition books, blogs, videos, article, web searches.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&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> Find the nutritional content in food and eat healthy food.	9. PROBLEM ROOT CAUSE RC <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> Lack of knowledge on nutritional data, Lack of resources.	7. BEHAVIOUR BE <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> Eat fruits with their own assumption, only selective subsets of fruits taken.	
Identify strong TR & EM	3. TRIGGERS TR <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small> The unsatisfaction of not consuming a balanced diet.	10. YOUR SOLUTION SL <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, solves a problem and matches customer behaviour.</small> Create an application where users can find all what's in the food they eat, calculate the calories, track the eating habits.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE <small>What kind of actions do customers take online? Extract online channels from #7</small> Websites, blogs, articles, videos	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM <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> Self confidence, satisfaction, Happiness.		8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small> Books	