Project Design Phase-I

Solution Fit Template

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Project name	NUTRITION ASSISTANT APPLICATION
Title	SOLUTION FIT TEMPLATE

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Solution Fit Template:

It is a template to help identy solution with higher changes of solution adoption reduse time spent on testing and get a better overview of the current situation.

TEMPLATE:

1. CUSTOMER SEGMENT(S)

Who is your customer?
i.e. working parents of 0–5 y.o. kids

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People want to lose weight, those who want to gain weight in healthy way. Everyone who feels to stay fit and healthy by consuming nutritious food and following calorie conscious diet.

4. CUSTOMER

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.

1. Shortage of time due to work pressure due to which maintaining becomes difficult.
2. Not able to control cravings and end up eating unhealthy and high calorie foods.

7. AVAILABLE SOLUTIONS

Which solutions are available to the customers

or need to get the job done? What have they tried in

1. Personal diet tracking app which helps to maintain diet.
2. Personal nutritionist or trainer to suggest correct schedule according to customer requirement.

2. JOBS-TO-BE-DONE / PROBLEMS

1. To calculate calories and nutrients present.
2. Monitor customers calorie consumption in order to maintain diet

5. PROBLEM ROOT CAUSE

What is the real reason that this

RC

1. Due to shortage of time, preparation of healthy home food is replaced by consuming unhealthy fast food.
2. Teenagers are addicted to fast food which leads to obesity

8. BEHAVIOUR

BE

i.e. directly related: find the right solar panel installer.

1. Eating healthy and low calorie foods.
2. Following diet plan and consuming nutritious foods.
3. Working out or taking up any sport involves phy

3. TRIGGERS

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What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient

1. When people around us bully.
2. Peer pressure, beauty standards, society point of view etc.,
3. When obesity and consumption of unhealthy foods leads to health issues

6. YOUR SOLUTION

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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.

1. Follow the correct diet plan and consume suggested calories per day.
2. Try to involve yourself in physical fitness like sports, gym, yoga etc.,
3. Avoid oil sugar rich foods.
4. Cut down excessive fat foods.

9. CHANNELS of BEHAVIOUR

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

1. Follow people who give healthy and nutritious food recipes.
2. Keep track of fitness freaks in social media and follow their fitness tips

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

1. Notice people around you who follows healthy habits in both consumption of food and workouts.