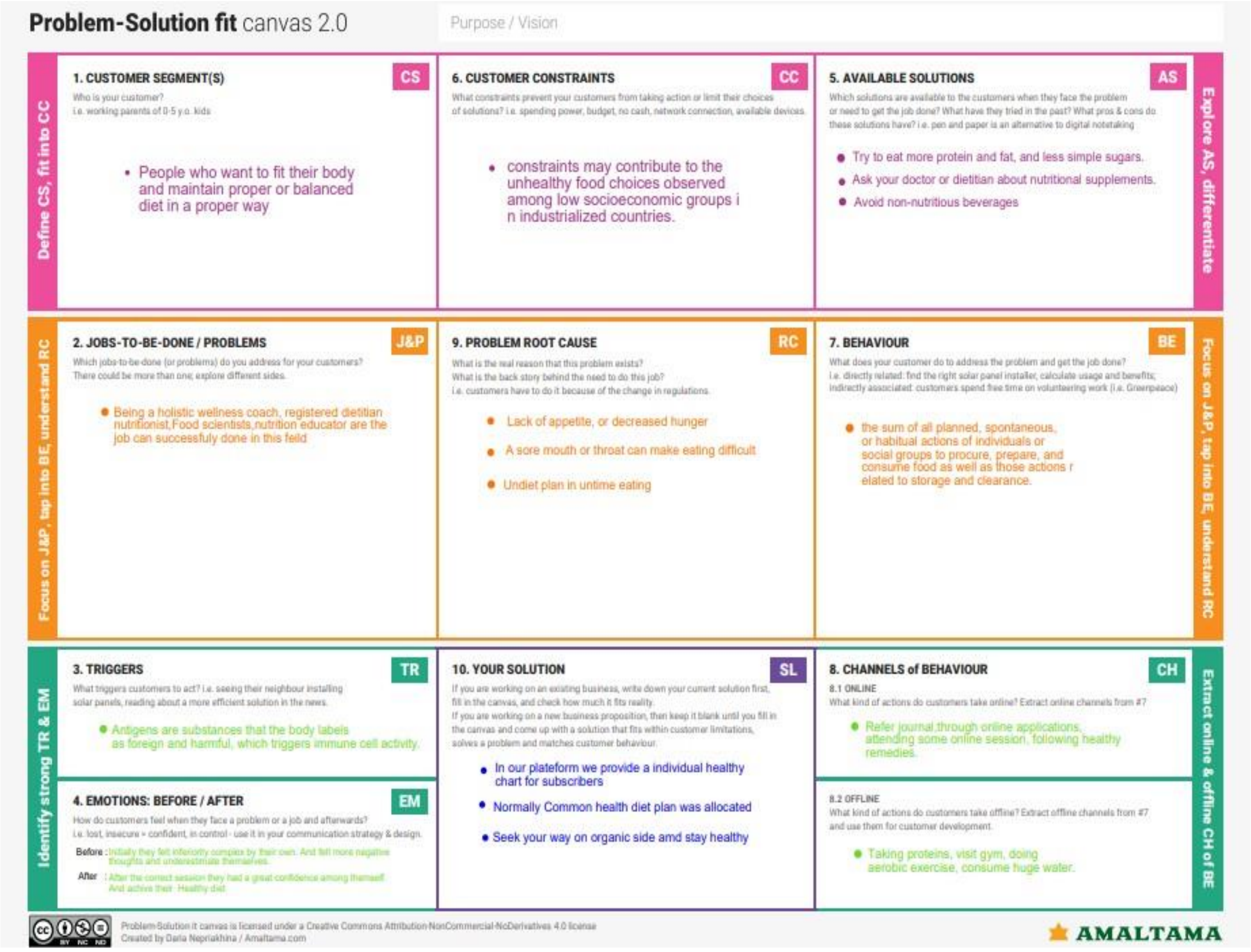
PROJECT DESIGN PHASE - 1

PROBLEM SOLUTION FIT

Date	28 JULY 2022
Team ID	PNT2022TMID38843
Project Name	AI Powered Nutrition Analyst for Fitness Enthusiasts.
Maximum Marks	2 Marks



Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

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

- People who want to fit their body and maintain proper or balanced diet in a proper way

6. CUSTOMER CONSTRAINTS CC

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.

- constraints may contribute to the unhealthy food choices observed among low socioeconomic groups i n industrialized countries.

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

- Try to eat more protein and fat, and less simple sugars.
- Ask your doctor or dietitian about nutritional supplements.
- Avoid non-nutritious beverages

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

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.

- Being a holistic wellness coach, registered dietitian nutritionist,Food scientists,nutrition educator are the job can successfuly done in this feild

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.

- Lack of appetite, or decreased hunger
- A sore mouth or throat can make eating difficult
- Undiet plan in untime eating

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)

- the sum of all planned, spontaneous, or habitual actions of individuals or social groups to procure, prepare, and consume food as well as those actions r elated to storage and clearance.

Focus on J&P, tap into BE, understand RC

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.

- Antigens are substances that the body labels as foreign and harmful, which triggers immune cell activity.

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 : Initially they felt inferiority complex by their own. And felt more negative thoughts and underestimate themselves.

After : After the correct session they had a great confidence among themself And achive their Healthy diet

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.

- In our plateform we provide a individual healthy chart for subscribers
- Normally Common health diet plan was allocated
- Seek your way on organic side amd stay healthy

8. CHANNELS of BEHAVIOUR CH

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

- Refer journal through online applications, attending some online session, following healthy remedies.

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

- Taking proteins, visit gym, doing aerobic exercise, consume huge water.

Extract online & offline CH of BE

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