

**Project Design Phase-I**  
**Problem – Solution Fit Template**  
**Date:17 November 2022**  
**Team ID:PNT2022TMID45737**  
**Project Name – AI-powered Nutrition Analyzer for Fitness Enthusiasts**

**Problem-Solution fit canvas 2.0**

Purpose / Vision AI-powered Nutrition Analyzer for Fitness Enthusiasts

|                         |   |   |  |                                   |
|-------------------------|---|---|--|-----------------------------------|
| Define CS, fit into CC  | <b>1. CUSTOMER SEGMENT(S)</b><br>Who is your customer?<br>i.e. working parents of 0-5 y.o. kids<br><div style="background-color: yellow; padding: 10px; margin-top: 10px;">This application can be used by people of age 18 and above who are interested to have a balance diet.</div>  | <b>6. CUSTOMER CONSTRAINTS</b><br>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.<br><div style="background-color: lightgreen; padding: 10px; margin-top: 10px;">Lacking in-depth knowledge about necessary nutrients of items consumed.<br/>Not sure of the individual components in the food.<br/>Lethargic about their health<br/>Expensive diet to follow.</div>   | <b>5. AVAILABLE SOLUTIONS</b><br>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<br><div style="background-color: pink; padding: 10px; margin-top: 10px;">People have been using nutrients chart available in the market and also in the back of the food products, which are mostly not accurate.<br/>Some applications such as Neutrino, FitGenie, etc. are available which are helpful to a certain extent</div>      | Explore AS, differentiate         |
|                         | <b>2. JOBS-TO-BE-DONE / PROBLEMS</b><br>Which jobs-to-be-done (or problems) do you address for your customers?<br>There could be more than one; explore different sides.<br><div style="background-color: lightgreen; padding: 10px; margin-top: 10px;">The customer are devoid of the details regarding the nutrients facts of the food they consume, which leads to imbalance in the intake of nutrients.</div> | <b>9. PROBLEM ROOT CAUSE</b><br>What is the real reason that this problem exists?<br>What is the back story behind the need to do this job?<br>i.e. customers have to do it because of the change in regulations.<br><div style="background-color: lightblue; padding: 10px; margin-top: 10px;">being overweight or obese<br/>tooth decay<br/>high blood pressure<br/>high cholesterol<br/>heart disease and stroke<br/>type-2 diabetes<br/>osteoporosis<br/>Cancer<br/>depression<br/>eating disorders.</div>  | <b>7. BEHAVIOUR</b><br>What does your customer do to address the problem and get the job done?<br>i.e. directly related: find the right solar panel installer, calculate usage and benefits;<br>i.e. indirectly related: find the right solar panel installer, calculate usage and benefits;<br><div style="background-color: purple; padding: 10px; margin-top: 10px;">Firstly,<br/>people use the nutrition facts on the back of the food products and physically calculate their consumption amount.<br/>Secondly, people take the assistance if the online application for calculating the nutrients intake.</div> |                                   |
| Identify strong TR & EM | <b>3. TRIGGERS</b><br>What triggers customer to take action?<br>solar panels, reading at<br><div style="background-color: yellow; padding: 10px; margin-top: 10px;">Weight Gain, Nutrient Deficiencies, High Blood Pressure, High Cholesterol Levels, etc. all are triggering factors telecasted in various mediums.</div>  | <b>10. YOUR SOLUTION</b><br>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.<br>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 p<br><div style="background-color: lightgray; padding: 10px; margin-top: 10px;">existing solution needs accurate input of the food item, whereas, our solution identifies the food and displays the nutrition facts.</div> | <b>8. CHANNELS of BEHAVIOUR</b><br><b>8.1 ONLINE</b><br>What kind of actions do customers take?<br><div style="background-color: lightblue; padding: 10px; margin-top: 10px;">Browse the web for the calories of food they intake</div>  | Extract online & offline CH of BE |
|                         | <b>4. EMOTIONS: BEFORE / AFTER</b><br>How do customers feel when they face a problem or a job and afterwards?<br>i.e. lost, insecure > confident, in control, use it in your communication strategy & design.<br><div style="background-color: yellow; padding: 10px; margin-top: 10px;">Trepid -&gt; Intrepid<br/>Stressed -&gt; Calm<br/>Lackadaisical -&gt; enthusiastic</div>                                 | <b>8.2 OFFLINE</b><br>What kind of actions do customers take and use them for customer develop<br><div style="background-color: lightblue; padding: 10px; margin-top: 10px;">Try to intake appropriate calories.<br/>Continent themselves from talking oily and fatty foods</div>   |  |                                   |