PROBLEM-FIT STATEMENT

Customers segment

All age group people who are careless about their health due to their busy schedule make use of healthy diet.

Customer constraints

The customer should provide a clear image for knowing the nutrition content about the food. The app can't provide a accurate result it the image is not clear. In some cases, the recipes may be allergic to their health.

Available solutions

Although the food packaging comes with nutrition labels, it's still not very convenient for people to refer to App–based nutrition dashboard systems.

Problems

The problem and pains of the usually are obesity, fear of getting health related issues. They will get frustrated of not getting immediate result and difficult to do tedious work. Lack of confidence due to appearance.

Solutions

The solution is user can know the nutritional content of the food they intake, by taking picture of the food and uploading it in the app. Claire's AI–Driven Food Detection Model is used for getting accurate food identification and APIs to give the nutritional value of the identified food.

Behaviour

The behavioural changes in users reflect in their day to day life such that they will maintain a proper diet and follow the daily routine in eating and intake of healthy food, so that it helps them to improve their health.

Triggers

Desire to live a healthy style by knowing the success story of people who achieved their goal. By seeing people who are fit and healthy.

Root/cause

It is easy to fall into a trap of calling unhealthy foods which is heavy in calories. Once the nutritional value is replaced by foods high in sugar &salt it leads to various health issues so users need to control their daily calorie intake to lead a healthy lifestyle.

Channels of Behaviour

Application provides a user–friendly environment that enables users to interact the board displayed to known the contents. Connecting all the users through one medium and giving some complementary pills. Conducting offline session by nutrition expert.