

Project Design Phase-I Problem – Solution Fit Template

Date	01/10/2022
Team ID	PNT2022TMID07937
Project Name	NUTRITION ASSISTANT APPLICATION
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Template:

Project Title: Nutrition Assistant Application		Team ID: PNT2022TMID07937	
<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">Define CS, fit into CC</div> <div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">1. CUSTOMER SEGMENT(S)</div> <div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">CS</div> <p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p> <p>Fitness Fanatic's and Gymrats who want to know about tracking and measuring food for creating custom diet plans and meal plans.</p>	<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">6. CUSTOMER CONSTRAINTS</div> <div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">CC</div> <p>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.</p> <p>Due to fact that hiring professional coach for training and workouts and Dietitian for diet plans are expensive people fly away from the current technology.</p>	<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">5. AVAILABLE SOLUTIONS</div> <div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">AS</div> <p>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</p> <p>Detection of food, using Image processing techniques and deep learning algorithm</p> <p>Pros : ● Accurate identification</p> <p>cons : ● Time consuming ● Less effective</p>	<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">Explore AS, differentiate</div>
<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> <div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">2. JOBS-TO-BE-DONE / PROBLEMS</div> <div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">J&P</div> <p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides.</p> <ul style="list-style-type: none"> ● People are not aware of their daily caloric goals. ● People are not familiar with nutritional benefits of certain foods ● Poor exercise adherence or completely giving up or being ignorant 	<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">9. PROBLEM ROOT CAUSE</div> <div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">RC</div> <p>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.</p> <ul style="list-style-type: none"> ● Setting Unrealistic goals ● Comparing oneself with other people ● Failing to be informed 	<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">7. BEHAVIOUR</div> <div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">BE</div> <p>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)</p> <p>People start to consult their friends or family members who look fit and get coached on the wrong way.</p>	<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">Focus on J&P, tap into BE, understand RC</div>
<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">Identify strong TR & EM</div> <div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">3. TRIGGERS</div> <div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">TR</div> <p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <p>Affordable than hiring a professional coach and by the way has an ambitious plan to move a millions of mankind to embrace a healthy lifestyle.</p>	<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">10. YOUR SOLUTION</div> <div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">SL</div> <p>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.</p> <p>An application that provides nutritional information about various food items, Help them with custom diet plans, takes them into fit and healthier lifestyle.</p>	<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">8. CHANNELS of BEHAVIOUR</div> <div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">CH</div> <p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</p> <p>Search for Diets ideas to create themselves a one, so to not depend on anyone</p> <p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <p>Check the labels of the food items and go for an approximate calorie calculation.</p>	<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">Extract online & offline CH of BE</div>

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