

Project Design Phase-I

Problem – Solution Fit Template

Date	26 September 2022
Team ID	PNT2022TMID05499
Project Name	Project - AI-powered Nutrition Analyzer for Fitness Enthusiasts
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:

1. CUSTOMER SEGMENT(S) <small>Who is your customer? I.e. working parents of 0-5 y.o. kids</small>	6. CUSTOMER CONSTRAINTS <small>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.</small>	5. AVAILABLE SOLUTIONS <small>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</small>	CS	CC	AS	Explore AS, differentiate	
2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small>	9. PROBLEM ROOT CAUSE <small>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.</small>	7. BEHAVIOUR <small>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)</small>	J&P	RC	BE		Focus on J&P, tap into BE, understand RC
3. TRIGGERS <small>What triggers customers to act? (i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small>	10. YOUR SOLUTION <small>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.</small>	8. CHANNELS of BEHAVIOUR 8.1 ONLINE <small>What kind of actions do customers take online? Extract online channels from #7</small> 8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small>	TR	SL	CH		
4. EMOTIONS: BEFORE / AFTER <small>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.</small>			EM				

References:

1. <https://www.idealhackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>

AI-powered Nutrition Analyzer for Fitness Enthusiasts

Template:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Fitness Enthusiasts who like to lead a healthy life and well balance diet.	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> Lack of or inaccurate information about foods nutrition values. Only thinking about leading healthy life without taking actions. Not having a personal assistant to monitor their daily nutritional intake 	5. AVAILABLE SOLUTIONS AS Artificial Intelligence based software solutions to aid in predicting foods and analysing nutritions that help fitness enthusiasts to track their daily nutrition intake to maintain a healthy life.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Individual physical exercise or yoga without prior knowledge may lead to muscle cramp. So can be tackled by use of animated guide videos for that.	9. PROBLEM ROOT CAUSE RC Tracking daily nutrition intake which is important to stay fit. Due to abundant resources online about fitness, tracking nutrition will become more challenging and inaccurate.	7. BEHAVIOUR BE <ul style="list-style-type: none"> Have a regular and enough sleep Have a application to track their daily nutrition values. Have a perfectly balanced diet plan. 	
Identify strong TR & EM	3. TRIGGERS TR Share the neighbor's motivated content to stimulate the user	10. YOUR SOLUTION SL Creating a web application for users to track, monitor and maintain their health by performing specialized suggestions for each and every user.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE Taking advice from the nutrition expert and following fitness based online apps.	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM Before: People cannot track their health details People cannot improve their health in proper manner After: Users can maintain and can improve their body fitness		8.2 OFFLINE Working out regularly, and maintaining the regular activities as per the prescribed schedule	

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