

Project Design Phase-I
Proposed Solution Template

Date	22 September 2023
Team ID	590962
Project Name	Snacks Squad
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	<i>The problem revolves around the limited availability of convenient, healthy snack options for individuals with busy lifestyles. Many traditional vending machines and snack options often lack variety and fail to accommodate different dietary needs, leading to unhealthy snacking habits and a lack of accessible healthier choice.</i>

2.	Idea / Solution description	<i>The proposed solution is a mobile application that provides users with a diverse selection of customizable, healthy snack options. Users can easily navigate the app to select, customize, and order snacks based on their preferences and dietary requirements. The app offers a convenient ordering process, with options for delivery or pick-up at easily accessible locations, making it a hassle-free snacking solution for users on the go.</i>
3.	Novelty / Uniqueness	<i>The app's uniqueness lies in its integration of a personalized nutrition recommendation system. This system considers user preferences, dietary restrictions, and health goals to suggest suitable snack options, encouraging users to make healthier choices. Additionally, the app leverages AI-driven algorithms to recommend innovative and unique snack combinations, introducing users to new and exciting healthy snack alternatives they may not have discovered.</i>
4.	Social Impact / Customer Satisfaction	<i>By promoting healthier snacking habits, the app contributes to improved overall well-being and encourages users to make mindful dietary choices. It aims to provide customer satisfaction by offering a wide range of snack options that cater to diverse dietary requirements, including vegan, gluten-free, and low-sugar options. This inclusivity ensures that a broader range of users can find suitable and satisfying snacks through the app, thereby enhancing overall customer satisfaction and loyalty.</i>

5.	Business Model (Revenue Model)	<p><i>The app's business model combines a subscription-based approach for premium users, granting them access to exclusive snacks and personalized nutrition plans. Meanwhile, regular users can access the app on a transaction-based model. Additionally, the app generates revenue through partnerships with local snack suppliers, providing an avenue for featured product placements and promotions within the app, thereby creating additional revenue streams.</i></p>
6.	Scalability of the Solution	<p><i>The app's architecture is built with scalability in mind, allowing for seamless expansion to multiple locations and integration with various third-party delivery services. The use of cloud-based infrastructure ensures the app can handle an increasing number of users and orders without compromising performance. Moreover, the app's design allows for the easy integration of new features and enhancements, ensuring it can adapt to evolving user needs and market demands over time.</i></p>