

Project Design Phase

Problem – Solution Fit Template

Date	28 MAY 2025
Team ID	LTVIP2025TMID48176
Project Name	Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study
Maximum Marks	2 Marks

Problem – Solution Fit Template:

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL	5. AVAILABLE SOLUTIONS <small>PLUSES & MINUSES</small> AS	Explore AS, differentiate
	<ul style="list-style-type: none"> College students (18–25 years) University health administrators & nutritionists Cafeteria service teams 	<ul style="list-style-type: none"> Students: Lack time, awareness, or interest in manual tracking. Admins: Limited tech integration, data privacy concerns, low budget. Cafeteria: Limited control over student choices, menu constraints. 	<ul style="list-style-type: none"> Manual food journals or generic nutrition apps (limited insight). Basic surveys collected once a semester (not real-time). Cafeteria feedback forms (reactive, not predictive). 	
Focus on PR, tap into BE, understand RC	2. PROBLEMS / PAINS + ITS FREQUENCY PR	9. PROBLEM ROOT / CAUSE RC	7. BEHAVIOR + ITS INTENSITY BE	Focus on PR, tap into BE, understand RC
	<ul style="list-style-type: none"> Students: Want to improve eating habits but lack awareness and tracking tools. Administrators: Need to monitor dietary trends to prevent health issues. Cafeterias: Need to align menus with nutritional goals and preferences. 	<ul style="list-style-type: none"> No unified, real-time system to track and visualize dietary behavior. Decisions are based on outdated, fragmented data. Lack of motivation due to absence of personalized or visual feedback. 	<ul style="list-style-type: none"> Students tend to eat what is convenient and affordable. Admins review semester-end reports and act reactively. Cafeterias collect periodic feedback but rarely adjust in real time. 	
Identify strong TR & EM	3. TRIGGERS TO ACT TR	10. YOUR SOLUTION SL	8. CHANNELS of BEHAVIOR CH	
	<ul style="list-style-type: none"> Increased student fatigue, health complaints, or absenteeism. Awareness campaigns highlighting dietary risks. Sudden spike in unhealthy food consumption. 		<div style="background-color: #d4edda; padding: 5px;">ONLINE</div> <ul style="list-style-type: none"> Student health portals University apps or dashboards Email campaigns / social media awareness <div style="background-color: #d4edda; padding: 5px;">OFFLINE</div> <ul style="list-style-type: none"> Posters in dining halls Nutrition seminars or peer workshops Counseling sessions & health desks 	
	4. EMOTIONS <small>BEFORE / AFTER</small> EM			
	<ul style="list-style-type: none"> Students (Before): Confused, unhealthy, unmotivated Students (After): Empowered, informed, supported Admins (Before): Frustrated, data-blind Admins (After): Confident, proactive 	<ul style="list-style-type: none"> A Tableau-based visual analytics platform integrating food consumption, health self-assessment, and predictive analysis. Real-time monitoring of trends like vitamin deficiencies, snack overconsumption, or meal skipping. Enables personalized nutrition recommendations, targeted interventions, and proactive menu adjustments. 		