

Project Design Phase

Problem – Solution Fit Template

Date	18 June 2025
Team ID	LTVIP2025TMID49741
Project Name	Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study
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:

Define CS, fit into	1. CUSTOMER SEGMENT(S) CS College students and young working professionals aged 18–30 who are health-conscious but have poor diet routines due to lack of time, awareness, or planning tools.	6. CUSTOMER CC Low attention span or time Limited money for professional nutritionists No access to real-time food feedback Device limitations (some don't use laptops, only mobile) Overwhelmed by technical terms	5. AVAILABLE SOLUTIONS AS Mobile health apps (MyFitnessPal, HealthifyMe) YouTube diets / Instagram influencers:	Explore AS
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Want to eat healthy but don't know how to start. Don't have time to plan meals or analyze food choices. Struggle to track nutrients or calories effectively. Feel overwhelmed by too much inconsistent advice online. Want to avoid lifestyle diseases but have no support system.	9. PROBLEM ROOT CAUSE RC Most customers lack structured, visual, and reliable food habit tracking tools tailored to their age/lifestyle. School and college curriculums often don't include practical nutrition education, leading to ignorance. They want to change, but the complexity of diet science makes it hard to start or stay consistent.	7. BEHAVIOUR BE Watch diet tips online Download free meal planners Try calorie counting apps Browse Google for quick-fix diets Sometimes buy health food impulsively	
Identify strong TR & EM	3. TRIGGERS TR Weight gain or health issues (e.g., acne, fatigue). Social media influence (seeing fitness transformations). Doctor advice to follow a better diet.	10. YOUR SOLUTION SL Analyzes historical food choice data Provides personalized food insights by gender, age, lifestyle Visualizes dietary patterns and gaps Suggests realistic meal changes	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE Follow diet influencers on Instagram or YouTube 8.2 OFFLINE Talk to gym instructors or peers Try following roommates' diets	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM Confused, guilty, overwhelmed, procrastinating Empowered, in control, health-aware, optimistic			

References:

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