

Project Design Phase

Problem – Solution Fit Template

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| Date | 15 February 2025 |
| Team ID | LTVIP2025TMID51754 |
| 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:

Problem-Solution Fit canvas

Purpose / Vision

Version

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| 1 CUSTOMER SEGMENT (5) <ul style="list-style-type: none"> College students (14-25 yrs) Diet-conscious students University health administrators Cafeteria managers | CS 6. CUSTOMER LIMITATIONS <ul style="list-style-type: none"> Limited budget No time for tracking meals Mobile-only access Poor WiFi or tech-access in cafeterias | 5. AVAILABLE SOLUTIONS PROS & CONS <ul style="list-style-type: none"> MyFitnxsPal: Too personal Manual diaries: inconvenient Health brochures: Passive Lack of institution-level data analysis: integration |
| PROBLEMS / PAINS ITS FREQUENCY <ul style="list-style-type: none"> Irregular meal timing High junk food intake Lack of awareness about nutritional value Poor cafeteria choices Difficulty tracking meals | PR 9. PROBLEM ROOT / CAUSE <ul style="list-style-type: none"> Lack of accessible, visual feedback about diet No tools to compare cost vs nutrition | 7. BEHAVIOR ITS INTENSITY <ul style="list-style-type: none"> Preference for quick snacks Social influence in food choice High cafeteria dependence |
| 4. TRIGGERS TO ACT Weight gain/fatigue, indifferent AFTER Aware, empowered, In control of diet | TR 0. PROBLEM ROOT / CAUSE A tableau-based dashboard system that analyzes student food habits providing personalized diet insights, healthy meal alternatives and supports administrators with visual food trend data | 9. CHANNELS OF BEHAVIOR CH Online Mobile apps, student portals Campus email |
| 5. EMOTIONS BEFORE / AFTER BEFORE Confused, unhealthy AFTER Aware: empowered In control of diet | | 10 YOUR SOLUTION A Tableau-based dashboard system that analyzes student food habits and provides personalized diet |

References:

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