

## Project Design Phase

### Problem – Solution Fit Template

Date	22 June2025
Team ID	LTVIP2025TMID48179
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	<b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right;">CS</span> <ul style="list-style-type: none"> <li>College students (18–25 years)</li> <li>University health administrators &amp; nutritionists</li> <li>Cafeteria service teams</li> </ul>	<b>6. CUSTOMER LIMITATIONS</b> <small>EG. BUDGET, DEVICES</small> <span style="float: right;">CL</span> <ul style="list-style-type: none"> <li>Students: Lack time, awareness, or interest in manual tracking.</li> <li>Admins: Limited tech integration, data privacy concerns, low budget.</li> <li>Cafeteria: Limited control over student choices, menu constraints.</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <small>PLUSES &amp; MINUSES</small> <span style="float: right;">AS</span> <ul style="list-style-type: none"> <li>Manual food journals or generic nutrition apps (limited insight).</li> <li>Basic surveys collected once a semester (not real-time).</li> <li>Cafeteria feedback forms (reactive, not predictive).</li> </ul>	Explore AS, differentiate
	<b>2. PROBLEMS / PAINS</b> <small>+ ITS FREQUENCY</small> <span style="float: right;">PR</span> <ul style="list-style-type: none"> <li>Students: Want to improve eating habits but lack awareness and tracking tools.</li> <li>Administrators: Need to monitor dietary trends to prevent health issues.</li> <li>Cafeterias: Need to align menus with nutritional goals and preferences.</li> </ul>	<b>9. PROBLEM ROOT / CAUSE</b> <span style="float: right;">RC</span> <ul style="list-style-type: none"> <li>No unified, real-time system to track and visualize dietary <del>behavior</del>.</li> <li>Decisions are based on outdated, fragmented data.</li> <li>Lack of motivation due to absence of personalized or visual feedback.</li> </ul>	<b>7. BEHAVIOR</b> <small>+ ITS INTENSITY</small> <span style="float: right;">BE</span> <ul style="list-style-type: none"> <li>Students tend to eat what is convenient and affordable.</li> <li>Admins review semester-end reports and act reactively.</li> <li>Cafeterias collect periodic feedback but rarely adjust in real time.</li> </ul>	
Identify strong TR & EM	<b>3. TRIGGERS TO ACT</b> <span style="float: right;">TR</span> <ul style="list-style-type: none"> <li>Increased student fatigue, health complaints, or absenteeism.</li> <li>Awareness campaigns highlighting dietary risks.</li> <li>Sudden spike in unhealthy food consumption.</li> </ul>	<b>10. YOUR SOLUTION</b> <span style="float: right;">SL</span> <ul style="list-style-type: none"> <li>A Tableau-based visual analytics platform integrating food consumption, health self-assessment, and predictive analysis.</li> <li>Real-time monitoring of trends like vitamin deficiencies, snack overconsumption, or meal skipping.</li> <li>Enables personalized nutrition recommendations, targeted interventions, and proactive menu adjustments.</li> </ul>	<b>8. CHANNELS of BEHAVIOR</b> <span style="float: right;">CH</span> <div>ONLINE</div> <ul style="list-style-type: none"> <li>Student health portals</li> <li>University apps or dashboards</li> <li>Email campaigns / social media awareness</li> </ul> <div>OFFLINE</div> <ul style="list-style-type: none"> <li>Posters in dining halls</li> <li>Nutrition seminars or peer workshops</li> <li><del>Counseling</del> sessions &amp; health desks</li> </ul>	Extract online & offline CH of BE
	<b>4. EMOTIONS</b> <small>BEFORE / AFTER</small> <span style="float: right;">EM</span> <ul style="list-style-type: none"> <li>Students (Before): Confused, unhealthy, unmotivated</li> <li>Students (After): Empowered, informed, supported</li> <li>Admins (Before): Frustrated, data-blind</li> <li>Admins (After): Confident, proactive</li> </ul>			