

Project Design Phase

Problem – Solution Fit Template

Date	14 th June 2025
Team ID	LTVIP2025TMID48638
Project Name	Comprehensive Analysis and Dietary strategies with tableau: A college food 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 for the topic of: **Comprehensive Analysis and Dietary strategies with tableau: A college food case study**

The screenshot displays the 'Problem-Solution fit canvas 2.0' interface. The top navigation bar includes options like File, Resize, Editing, and a 'Problem - Solution Fit Template' title. The main canvas is organized into a grid of sections, each with a title and a list of points:

- 1. CUSTOMER BEHAVIOR:** Name: Alex, Occupation: Nutritional Science Researcher / Public Health Analyst, Affiliation: University-affiliated or independent research organization.
- 2. CUSTOMER CONSTRAINTS:** 1. Lack of nutrition awareness, 2. Time constraints for food tracking, 3. Budgetary restrictions on healthy meals, 4. Unreliable self-reported data, 5. Technical skills to interpret data dashboard.
- 3. AVAILABLE SOLUTIONS:** 1. Basic food surveys (limited insights), 2. Nutrition apps (individual-focused, not collective analysis), 3. Manual food diary keeping, 4. Campus feedback forms (unstructured data), 5. Tableau-based dashboards (proposed: rich, visual, real-time).
- 4. CUSTOMER PROBLEMS:** 1. Understanding students' dietary patterns, 2. Identifying gaps in nutrition and food preferences, 3. Analyzing trends in comfort food consumption, 4. Enhancing healthy eating strategies on campus, 5. Providing insights to improve food services.
- 5. PROBLEM ROOT CAUSE:** 1. Lack of structured dietary education, 2. Easy access to unhealthy food, 3. Academic stress leading to comfort food choices, 4. Inconsistent health monitoring on campus, 5. Institutional gaps in promoting balanced meals.
- 6. IDENTIFY:** 1. Use of fitness/nutrition apps, 2. Participating in surveys or wellness campaigns, 3. Social media sharing about food habits, 4. Peer influence on eating behavior, 5. Seeking convenient, fast food over healthy option.
- 7. YOUR SOLUTION:** 1. Online student surveys, 2. Google Forms and Tableau dashboards, 3. Social media posts related to meals, 4. Health seminars or talks on campus, 5. Group workshops or wellness events, 6. Observations in student common areas.
- 8. CONTROL OF BEHAVIOR:** 1. Online student surveys, 2. Google Forms and Tableau dashboards, 3. Social media posts related to meals, 4. Health seminars or talks on campus, 5. Group workshops or wellness events, 6. Observations in student common areas.
- 9. TOPOSS:** 1. Understanding students' dietary patterns, 2. Identifying gaps in nutrition and food preferences, 3. Analyzing trends in comfort food consumption, 4. Enhancing healthy eating strategies on campus, 5. Providing insights to improve food services.
- 10. YOUR SOLUTION:** 1. Online student surveys, 2. Google Forms and Tableau dashboards, 3. Social media posts related to meals, 4. Health seminars or talks on campus, 5. Group workshops or wellness events, 6. Observations in student common areas.
- 11. ONLINE STUDENT SURVEYS:** 1. Online student surveys, 2. Google Forms and Tableau dashboards, 3. Social media posts related to meals, 4. Health seminars or talks on campus, 5. Group workshops or wellness events, 6. Observations in student common areas.
- 12. SOCIAL MEDIA POSTS RELATED TO MEALS:** 1. Online student surveys, 2. Google Forms and Tableau dashboards, 3. Social media posts related to meals, 4. Health seminars or talks on campus, 5. Group workshops or wellness events, 6. Observations in student common areas.
- 13. HEALTH SEMINARS OR TALKS ON CAMPUS:** 1. Online student surveys, 2. Google Forms and Tableau dashboards, 3. Social media posts related to meals, 4. Health seminars or talks on campus, 5. Group workshops or wellness events, 6. Observations in student common areas.
- 14. GROUP WORKSHOPS OR WELLNESS EVENTS:** 1. Online student surveys, 2. Google Forms and Tableau dashboards, 3. Social media posts related to meals, 4. Health seminars or talks on campus, 5. Group workshops or wellness events, 6. Observations in student common areas.
- 15. OBSERVATIONS IN STUDENT COMMON AREAS:** 1. Online student surveys, 2. Google Forms and Tableau dashboards, 3. Social media posts related to meals, 4. Health seminars or talks on campus, 5. Group workshops or wellness events, 6. Observations in student common areas.