Project Design Phase
Problem – Solution Fit Template

Date	24 june 2025
Team ID	LTVIP2025TMID51515
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 customer(students and institutions)

❑ 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:

Section	Project details
Target group	College students and campus food service administrators
Problem behaviors	Poor dietary choices,lack of nutritional awareness,unbalanced meals,dissatisfaction with food services
Existing alternatives	Generic menu apps,printed nutrition posters,limited feedback mechanisms
Trigger events	Health concerns,parential influence,peer comparision,fitness goals
Key activities	Real time food tracking visual dietary reports,feedback submissions,recommended generation
Key solutions/features	Tableau powered dashboard ,personalized nutrition insights,data driven food planning,AI enhanced meal suggestions
User benefits	Healthier eating habits,improved student wellness,institutional food service improvement

Emotional outcomes	Feeling empowered about food choices,more trust in campus services,reduced anxiety over nutrition

References:

1. https://www.ideahackers.network/problem-solution-fit-canvas/