

Project Design Phase
Problem – Solution Fit Template

Date	15 February 2025
Team ID	LTVIP2025TMID52061
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) 1.College students managing food choices, time, and health 2.University nutritionists and health service staff 3.Campus dining service coordinators	CS	6. CUSTOMER 1.Limited time and meal prep skills 2.Budget constraints and campus food options 3.Difficulty interpreting data or recognizing long-term health risks 4.Lack of integration across fitness, food, and health tool	CC	5. AVAILABLE SOLUTIONS Which solutions are available to the customers when they face 1. Generic meal plans or printed nutrition flyers 2.Fitness and calorie-counting apps (e.g., MyFitnessPal) 3.Cafeteria menu boards and food boards 4.Unstructured wellness workshops	AS	Explore AS,
	2. JOBS-TO-BE-DONE / PROBLEMS 1.Understand and improve individual dietary patterns 2.Analyze impact of factors like GPA, exercise, and food frequency on nutrition 3.Identify at-risk students based on self-perception, fruit/veggie intake, and fast-food habits 4.Support creation of personalized, data-driven nutrition plans	J&P	9. PROBLEM ROOT CAUSE 1.Students don't have continuous, visual feedback about their actual food choices or physical impact 2.Health education is not personalized or integrated with lifestyle analytics 3.Campus systems (cafeterias, academic support, health services) operate in silos -	RC	7. BEHAVIOUR What does your customer do to address the problem and get the 1.Eat convenience foods (e.g., fries, chips, pizza) 2.Vary meals depending on stress, boredom, or mood 3.Report eating more during school year, often skipping breakfast 4.Express ideal goals ("eat healthy") without consistent follow-through	BE	
Identify strong TR & EM	3. TRIGGERS 1.D declining GPA or health reported in surveys 2.Alerts from the dashboard showing low fruit/vegetable intake 3.Realization of unhealthy weight perception or poor lifestyle trends 4.Peer encouragement or participation in wellness programs	TR	10. YOUR SOLUTION A Tableau-powered analytics platform that ingests diverse lifestyle data (from GPA to fatigue comfort foods, exercise, weight perception, and daily meal content) to reveal meaningful nutrition insights. It delivers: <ul style="list-style-type: none"> Interactive visualizations by gender, dietary habits, and academic level Alerts when fruit/veggie or vitamin intake drops Dashboards showing links between exercise, meal frequency, and GPA Storytelling features to show "student personas" and common pain points Predictive guidance toward healthier dietary strategies 	SL	8. CHANNELS of BEHAVIOUR 8.1 ONLINE Follow diet trends on TikTok, Instagram, Reddit Use mobile apps for calorie tracking and meal ideas Search for high-protein/low-carb meals 8.2 OFFLINE Eat at dining halls, grab vending machine snacks Participate in peer fitness groups or sports Attend occasional health screening events	CH	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER Before: Confused, guilty, exhausted, overwhelmed After: Empowered, guided, focused, supported	EM					

