

## DIGITRANS.me – success stories

<b>Company name</b>	NutriData
<b>Industry</b>	Healthcare

<b>Success brief</b> – A brief summary of the problem and how it has been addressed	<b>The company propose to give a solution to students and universities professors at nutrition faculties with centralized database of food nutrients which are now not enough documented and don't based on food and other products from Romania. During the workshops and developing of the idea was discovered new business opportunities.</b>
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*Please answer the following questions regarding your experience with DIGITRANS.me*

**The situation** – Describe your situation prior to using DIGITRANS.me and DIGITRANS trainings in general

Before using the DIGITRANS tools, team members were not able to organize their idea as well as now and didn't analysed the components regarding this customer segments. The plan from the beginning was to go to each university and propose this product as solution for their needs.

**The challenge** – Describe your challenge and why it needed to be addressed

The challenge was how to make our idea attractive and how can we involve other stakeholders an define their role in this project. Also the problem was validating results of food analyses and investigation, we have to do it because by using information in education and especially in healthcare sector.

**The solution** – In what way have you resolved the problem

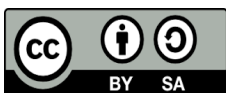
Solutions to this issue comes through the DIGITRANS workshops, when we started to use some tools according to solve our needs as company, especially in how to involve new stakeholders and customers, how get more money from our idea and to adapt the final products to targeted customer needs. By using templates as Customer value Proposition and Persona we defined our clients and their characteristics this help us to include in target customer new segments as doctors, patients and other people who care of their health especially who practice special diets. Another template we used was Minimum Viable Product which was very helpful and we realized that can be added more elements and functionalities on the app corelated with results from previous session about customers.

The best tool which we used was the online platform where are summarized all templates and whole method and also the Scene2Model workshop, where we saved our future processes to be improved.

**The outcome** – What was the outcome?

Finally we get, we can say very different product with new characteristics as follows:

- Application related to online platform to give access to everybody, even who don't use the mobile apps but have minimum competences in using a PC.
- New module in application where everybody could sign in, take a quiz and get an evaluation of his situation based on information provided.
- Possibilities for customers to get first recommendation from nutritionist for free and get the nearest nutrition for more detailed examination.
- Specialized nutritionists could create an account and get their potential customers there.
- Application can send reminders for respecting you diets and additional recommendations.



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