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| Define CS, fit into CC | <div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p><p>Wellness Enthusiasts who like to lead healthy life and well balanced diet</p></div> | <div>6. CUSTOMER CONSTRAINTS<div>CC</div><p>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</p><p>Absance of wrong data information about food nutrition values.</p><ul style="list-style-type: none">Only thinking about leading healthy life without taking actions.Not having individual assistant to monitor their daily nutritional intake</div> | <div>5. AVAILABLE SOLUTIONS<div>AS</div><p>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</p><p>They can hire a personal Nutritionist. They can consult dietitians. They can use apps. There are many apps like MyFitnessPal, Chromometer, Lifesum, etc.... which people resort to for good health.</p></div> | Explore AS, differentiate |
| | <div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p><p>Individual physical exercise or yoga without prior knowledge may lead to muscle cramp. So can be tackled by use of animated guide videos for that.</p></div> | <div>9. PROBLEM ROOT CAUSE<div>RC</div><p>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</p><p>Due to fast paced lifestyle, Availability of low quality and nutrition less food, Improper diet plan, Lack of health related awareness, Emotional eating, not following strict timings</p></div> | <div>7. BEHAVIOUR<div>BE</div><p>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</p><ul style="list-style-type: none">Have a regular and enough sleepHave an application to track their daily nutrition values.Have a perfectly balanced diet plan</div> | |
| Focus on J&P, tap into BE, understand RC | <div>3. TRIGGERS<div>TR</div><p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p><p>To maintain good health and to regulate their eating and good intake of foods.</p></div> | <div>10. YOUR SOLUTION<div>SL</div><p>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</p><p>Creating a web application for users to track, monitor and maintain their health by performing specialized suggestions for each and every user.</p></div> | <div>8. CHANNELS of BEHAVIOUR<div>CH</div><p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</p><p>ONLINE: Taking advice from the nutrition expert and following fitness based online apps.</p></div> | Focus on J&P, tap into BE, understand RC |
| | <div>4. EMOTIONS: BEFORE/AFTER Before: People can't track their health details. People can't improve their health in proper Manner After: Users can maintain and can improve their Body fitness</div> | | <div>OFFLINE: Working out regularly, and maintaining the regular activities as per the prescribed schedule</div> | |
| Identify strong TR & EM | | Extract online & offline CH of BE | | |