

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Fitness Fanatic's and Gymrats who want to know about tracking and measuring food for creating custom diet plans and meal plans.

6. CUSTOMER CONSTRAINTS

CC

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.

Due to fact that hiring professional coach for training and workouts and Dietitian for diet plans are expensive people fly away from the current technology.

5. AVAILABLE SOLUTIONS

AS

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

Detection of food, using Image processing techniques and deep learning algorithm

- Pros :
- Accurate identification
- cons :
- Time consuming
 - Less effective

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

What jobs-to-be-done (or problems) do you address for your customers?
There could be more than one; explore different sides.

- People are not aware of their daily caloric goals.
- People are not familiar with nutritional benefits of certain foods
- Poor exercise adherence or completely giving up or being ignorant

9. PROBLEM ROOT CAUSE

RC

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.

- Setting Unrealistic goals
- Comparing oneself with other people
- Failing to be informed

7. BEHAVIOUR

BE

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)

People start to consult their friends or family members who look fit and get coached on the wrong way.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Affordable than hiring a professional coach and by the way has an ambitious plan to move a millions of mankind to embrace a healthy lifestyle.

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

- Before :** People Hired coaches and were not aware about fitness
- After :** People started focus on fit and healthy lifestyle

10. YOUR SOLUTION

SL

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.

An application that provides nutritional information about various food items, Help them with custom diet plans, takes them into fit and healthier lifestyle.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

Search for Diets ideas to create themselves a one, so to not depend on anyone

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Check the labels of the food items and go for an approximate calorie calculation.

Extract online & offline CH of BE