Define CS, fit into CC

1. CUSTOMER SEGMENT(S)　　CS
Who is your customer?

- The people with obesity, who wants to track their calories and monitor their progress toward weight management goals.

- The people who wants a healthy diet and to track their fitness level with the help of nutrition assistance application.

6. CUSTOMER CONSTRAINTS　　CC
What constraints prevent your customers from taking action or limit their choices of solutions?

- This application gives accurate information about the food we need and searching the database is simple.

- This app is very easy to use and the interface is pleasant and user friendly.

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?

- This app will helps us to choose healthier foods and suggests some calorie less foods. It also provide tips to control weight management.

- This will connect users with fitness coaches. They will helps user with diet plans and suggests some physical activities.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS　　J&P
Which jobs-to-be-done (or problems) do you address for your customers?

- This app gives reliable information about general nutrition, food and health.

- It implements meal plans that improve the customers health and also track their daily calorie intake.

- If the user exceeds their limited calorie level suggested by the app, the user will get warning notification from the user.

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?

- The obesity is generally caused by eating unhealthy food and consumes high amount of energy.

- Heavily processed foods are often little more than refined ingredients mixed with high amount of fats.

7. BEHAVIOUR　　BE
What does your customer do to address the problem and get the job done?

- In search box, the user will able to get the nutrition information of the food they want. And they may track their calorie intake.

- They also have an premium option, where the user will get direct appointment with nutritionist and they may control their obesity level with the help of diet plan .

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

Identify strong TR & EM

3. TRIGGERS　　R
What triggers customers to act?

- Provides more support around improving our wellness by allowing us to track health and fitness achievements from anywhere.

4. EMOTIONS: BEFORE / AFTER　　M
How do customers feel when they face a problem or a job and afterwards?

BEFORE:
People don't have any option than direct appointment with nutritionist in physical mode.

AFTER :
This app is very handy ,so the user will get their nutrition information whenever they need.

10. YOUR SOLUTION　　L
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.

- Our Nutrition application will helps the users with not only providing nutrition information but also helps with weight management goals.

- Users can set their daily goals by setting how much calorie they were intaking and if they exceeds their limit, the app will give warning notification to the user.

- The premium will also available, where user can chat with online nutritionist and can get some medical advices from them.

8. CHANNELS of BEHAVIOUR　　H

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

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

ONLINE :
They get reliable information about the food they search for and able to track their fitness level.

OFFLINE :
They have to pay fee to the nutritionist ,but this helps only the people who were in urban areas.

Identify strong TR & EM