

Define CS, fit into CC

**1. CUSTOMER SEGMENT(S)****CS**

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

People who want to be in a proper shape  
and live a healthy life with their family and  
friends

**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.

Internet Facility  
  
Spending

**5. AVAILABLE SOLUTIONS****AS**

What solutions are available to the customer? Do they have 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

**Existing Solution: Physical Exercise, Yoga**  
The Keys is to form workout habits that lead to long  
lasting changes to lifestyle and to long term  
improvements in health and well beings

Time consumption is more, no proper guidelines  
according to the health status of the user. Try to  
eat more protein and fat, and less simple sugars

Explore AS, differentiate

Focus on J&amp;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?  
There could be more than one; explore different sides.

We Provide the nutritional content of the  
food they intake daily.

Stay Healthy and Fit.

**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.

The root cause of this problem is lack of intake  
of nutrition.

Improper diet and skipping the exercise daily  
leads to many diseases which results in  
leading healthy life.

**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)

The customers who have issue of health care,  
Nutrition and fitness will be stated in chat box.

At the time of logging in, the customer  
provides details of their health status.

After analyzing the health status, Solution will  
be given.

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

Identify strong TR &amp; EM

**3. TRIGGERS****TR**

Through advertisements, Social media and Good  
feedback of friends and neighbors.

**4. EMOTIONS: BEFORE / AFTER****EM**

**Before:** felt more negative thoughts and underestimate  
themselves.

**After:** great confidence among themselves and achieve Healthy.

**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.

To track the health care plan of an individual.

To track the calories in the food by uploading  
images.

To suggests food based on their health condition.

**8. CHANNELS of BEHAVIOUR****CH****8.1 ONLINE**

Get the Nutritional Info by access of application  
through scanning the healthy foods.

**8.2 OFFLINE**

Taking healthy foods, consume huge amount of  
water, Follow daily Exercises and gym. Based on  
Nutritional Info Customer will perform.

Extract online &amp; offline CH of BE