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|-------------------------|---|--|---|---------------------------|
| Define CS, fit into CC | <div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>Results indicated that nutrition information is useful for certain consumers.</div></div> | <div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>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.</div><div>Constraints may contribute to the unhealthy food and choices observed among low socioeconomic groups in industrialized companies.</div></div> | <div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>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</div><div>Try to eat more protein and fat. Avoid non nutritious beverages. Ask your doctor or dietitian about nutrition supplements.</div></div> | Explore AS, differentiate |
| | <div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>It means understanding the physiological ways the human body responds the food and the role that nutrients play in the treatment and prevention of disease.</div></div> | <div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>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.</div><div>Undiet plan in untime eating. Lack of appetite or decreased hunger. A sore mouth and throat can make eating difficult.</div></div> | <div><div>7. BEHAVIOUR<div>BE</div></div><div>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)</div><div>Sum of planned spontaneous or habitual actions of individuals or social groups. To prepare consume food as well as those actions are related to storage and clearance.</div></div> | |
| | <div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div>Antigens are substances that the body levels as foreign and harmful which triggers immune cell activity.</div></div> | <div><div>10. YOUR SOLUTION<div>SL</div></div><div>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 behavior.</div><div>In Our Platform we provide a free nutrition food chart and balanced meal recipes. Seek Your way to an organic side and stay healthy.</div></div> | <div><div>8.CHANNELS of BEHAVIOUR<div>CH</div></div><div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 Refer journals through online applications attending some online sessions following healthy remedies.</div><div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Taking proteins, doing aerobic exercise and consuming huge amounts of water.</div></div> | |
| Identify strong TR & EM | | | | Identify strong TR & EM |

4. EMOTIONS: BEFORE / AFTER



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:You also won't have enough energy to maximise your workout and you limit your ability to burn calories.

After:You burn a lot of carbohydrates, the main fuel of your muscles when you exercise.In the 20-60 mins after your workout , your muscles can store carbohydrates and proteins as energy and help in recovery.