Define CS, fit into CC   **Explore AS, differentiate**

1. CUSTOMER SEGMENT(S)   CS

People at all ages who neglect their health because of their hectic schedules and consumption of high-calorie foods.

6. CUSTOMER CONSTRAINTS   CC

For the purpose of understanding the nutrient content of the meal, the consumer must provide a clear visual. If the image isn't clear, the program can't produce an accurate result.
The recipes could occasionally cause health allergies in people.

5. AVAILABLE SOLUTIONS   AS

Although nutrition (and calorie) are labels are included on food packaging, it's still not particularly convenient for individuals to use App-based nutrient dashboard systems.

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

2. JOBS-TO-BE-DONE / PROBLEMS   J&P

Obesity and the user's anxiety about developing health-related problems are his or her problems. They will become angry since they don't see results right away and find it challenging to complete tiresome tasks. due to their appearance, they lack confidence.

9. PROBLEM ROOT CAUSE   RC

It is simple to get sucked into the trap of consuming calorie-dense, unhealthy foods.
Users must limit their daily calorie consumption in order to lead a healthy lifestyle since when foods with low nutritional value are replaced by those high in sugar, unhealthy fats, and salt, numerous health problems result..

7. BEHAVIOUR   BE

Nutritional behaviour is the sum of all planned, spontaneous, or habitual actions of individuals or social groups to procure, prepare, and consume food as well as those actions related to storage and clearance.

Identify strong TR & EM   **Identify strong TR & EM**

3. TRIGGERS   TR

To want to lead a healthy life, Being aware of success stories of others who succeeded in their endeavors, By observing those who are in good health and shape.

4. EMOTIONS: BEFORE / AFTER   EM

BEFORE:
   People cannot know how to maintain their health.

AFTER:
   They consult their nutritionist easily.

10. YOUR SOLUTION   SL

By taking a picture of the food and uploading it to the app, users may learn the nutritional value of the food they are consuming.
For precise food recognition and APIs that provide the discovered item's nutritional value, Clarifai uses its AI-Driven food detection model.

8. CHANNELS of BEHAVIOUR   CH

Online :
   The application offers a friendly user interface that enables users to communicate with chatbots to clarify their questions, and a dashboard is displayed to show activity.

Offline :
   Establishing connections between all users through offline gatherings and the distribution of free goods. nutritionist conducting offline session.