

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

Who is your customer?

- Applicable for anyone who is passionate about fitness and health care.
- Fitness Enthusiasts
- Dietiens

6. CUSTOMER CONSTRAINTS CC

What constraints prevent your customers from taking action or limit their choices of solutions?

- “Everything comes with time” People using the application needs to wait patiently rather than deciding the app wont work
- People having a complicated health condition

5. AVAILABLE SOLUTIONS AS

Which solutions are available to the customers when they face the problem

- People can stick to their own diet plans and workout plans rather than trying out new ones
- Health and fitness applications are available for users to take up.

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? There could be more than one; explore different sides.

- Suggest users with Diet and workout plans
- Provide users with nutrition informations about the food they intake daily
- Enable users to know their foods and help them follow their plans regularly
- Reward users with points and streaks for the above

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?

- Users unable to follow up or having trouble choosing diet and workout plans for themselves.
- Users sticking to the diet plans which is not suitable for their workout plan.
- Users unable to view desired results even after long period of plans

7. BEHAVIOUR BE

What does your customer do to address the problem and get the job done?

- However user are provided with frequent reminders and notifications to keep up the plans, they should stay focused on it.
- “The effort must be always 50/50 the application can only provide a platform, the performance is up to the user.
- Users needs to be honest to the application about the food intake, progress etc.
- Users content must meet the community guidelines since it becomes the feed for many other users

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

Identify strong TR & EM

3. TRIGGERS

- People around them having a more flexible and healthy way of living
- People having more fitness points and streaks gained through the application

4. EMOTIONS: BEFORE / AFTER EM

How do customers feel when they face a problem or a job and afterwards?

- Worries about the health > Confident about their body
- Obesity > Fitness Enthusiast
- Stressed out workouts > Workout with fun
- Strict schedule > Get fit with your friends

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 helps users to maintain and keep up with their workout and diet plans.
- AI generated Workout and diet plans according to the user preferences
- Enable users to know every food they intake, know the detailed nutrition value of every foods
- Dedicated app for fitness enthusiasts and people who opt for a healthy life style

• CHANNELS of BEHAVIOUR CH

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

- Users can view various costumized diet and workout plans and choose the pne that suits them
- Know about their food
- Connect with friends online

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

- Calculate the calories they intake daily
- Calculate how much valorie they burn everyday
- View stats for the daily variation of foods and workouts
- Get reminded to have food and drink water

Identify strong TR & EM