

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

- Adults and Aged people
  - Business Minded People
  - Sports Person
- Needs:**
- For Personalized information.
  - For planning and structure.
  - For perspective.
  - For emotive support.

6. CUSTOMER CONSTRAINTS CC

- Dietary preferences are complex and based on diverse and dynamic factors, such as cooking method, cost, availability and environmental factors.
- Time played an important role in the long term regression on the optimal nutrient intake.
- There were only minimal changes in the physique of participants. This is partially due to the duration of the intervention and partially due to the focus on nutritional health instead of weight loss.

5. AVAILABLE SOLUTIONS AS

- Goals and keeping check points with alarms.
- Options of capturing data from counseling session for future references.
- Counseling for disease oriented diet plans.
- Suggest diet plans as per available raw materials.
- Calorie counter for selected food item.

Explore AS, differentiate

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

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

- Greeted customers in a timely fashion, while quickly determining their needs.
- Engaged with customers in a sincere and friendly manner.
- Effectively managed a high-volume of inbound and outbound customer calls.
- Diffused volatile customer situations calmly and courteously.

9. PROBLEM ROOT CAUSE RC

Due to the ignorance of healthy food habits, obesity rates are increasing at an alarming speed, and this is reflective of the risks to people's health. People need to control their daily calorie intake by eating healthier foods, which is the most basic method to avoid obesity.

However, although food packaging comes with nutrition (and caloric) labels, it's still not very convenient for people to refer to App-based nutrient dashboard systems which can analyze real-time images of a meal and analyze it for nutritional content.

7. BEHAVIOUR BE

The user need to login the application. Once logged in, the user can administer his application usage in the settings screen. Here he can change his user name and password or switch his tracking of physical activity to a non-daily basis. In the profile screen, the user can also update his personal characteristics, such as weight, height, hip measure, waist measure, and his personal motto/goal. Finally, the preference screen enables the user to exclude certain food items or food groups from his recommendations, to facilitate special needs such as vegetarian, kosher or simply dislike of a specific ingredient.

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

Identify strong TR & EM

3. TRIGGERS TR

- People thought fitness helps you to feel your absolute best-in mood and body.
- As you become stronger, achieve physical goals and feel more focused, your mood will soar.

4. EMOTIONS: BEFORE / AFTER EM

Mobile phone apps have become ubiquitous in health, but they often fail to demonstrate effectiveness in achieving behavior outcomes among intended users. We describe simple research procedures we followed when building a nutrition app for low-income household cooks. Our studies improved the placement and design of key screen controls, helped select and guide an illustrator who created graphic support for textual content, and tested whether adding secondary users to the primary audience would attract additional app use.

10. YOUR SOLUTION SL

This project aims at building a web app that automatically estimates food attributes such as ingredients and nutritional value by classifying the input image of food. Our method employs Clarifai's AI-Driven Food Detection Model for accurate food identification and Food API's to give the nutritional value of the identified food.

8. CHANNELS of BEHAVIOUR

ONLINE

- Search for Nutrition Assistant.
- Consult a Doctor through Online.
- Follow the diet prescribed by the Doctor.

OFFLINE

- Do exercise in the morning as well as evening.
- Intake of food and water in regular interval.
- Check calories and weight twice a week.

Identify strong TR & EM

