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|-------------------------|--|--|---|---------------------------|
| Define CS, fit into CC | <div>1. CUSTOMER SEGMENT(S)<div>CS</div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div></div> | <div>6. CUSTOMER CONSTRAINTS<div>CC</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> | <div>5. AVAILABLE SOLUTIONS<div>AS</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> | Explore AS, differentiate |
| | <div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><div><ul style="list-style-type: none">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.</div></div> | <div>9. PROBLEM ROOT CAUSE<div>RC</div><div><div>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.</div><div>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 analyse real-time images of a meal and analyse it for nutritional content.</div></div></div> | <div>7. BEHAVIOUR<div>BE</div><div>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, halal, or simply dislike of a specific ingredient.</div></div> | |
| Identify strong TR & EM | <div>3. TRIGGERS<div>TR</div><div><ul style="list-style-type: none">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.</div></div> | <div>10. YOUR SOLUTION<div>SL</div><div>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.</div></div> | | Identify strong TR & EM |
| | <div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><div>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.</div></div> | <div>8. CHANNELS of BEHAVIOUR</div> <div>8.1 ONLINE<ul style="list-style-type: none">Search for Nutrition Assistant.Consult a Doctor through Online.Follow the diet prescribed by the Doctor.8.2 OFFLINE<ul style="list-style-type: none">Do exercise in the morning as well as evening.Intake of food and water in regular interval.Check calories and weight twice a week.</div> | | |

