Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   `CS`

The persons....

➡ who are physically unfit, babies, pregnant ladies...

➡ who needs to loss their weights and who tries to improve their weight, both middle class & high class people, who tries to be fit..

➡ who needs to calculate their calorie intake and burning of calories and who needs to know about vitamins, proteins, fats, and about the defiency of these categories, and who needs to regulate chemical process in the body.

6. CUSTOMER CONSTRAINTS   `CC`

1. Low cost of premium level.

2. Highly reliable and effective.

3.Easily understood by all customers.

Explore AS, differentiate

5. AVAILABLE SOLUTIONS   `AS`

1.People face difficulties to use different applications for nutrition and fitness. All contents are available here and cost efficient.

2.It reduces the necessity to go to the hospital for diet purpose.

3.It helps to identify the amount of fats, proteins, carbohydrates present in the food items by capturing.

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

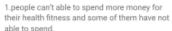### 2. JOBS-TO-BE-DONE / PROBLEMS   `J&P`

➡ People can follow the diet chart.
➡ Complete weekly tasks.
➡ Can gain and lose weight.
➡ Can get exercising tips.
➡ Can see different diet charts based on their health condition & likes and dislikes.
People need all the things to be available in a single app and they expect cost effective application.

9. PROBLEM ROOT CAUSE   `RC`

1.people can't able to spend more money for their health fitness and some of them have not able to spend.

2.But they have to be stay healthy. It is the main reason for the creation of nutrition application.

3.There are separate apps for fitness, diet, calorie calculation etc.,.

4.So there is a need of the app, having all these contents in the same application.

7. BEHAVIOUR   `BE`

1.App contains chat option, through which the user can adress their problems and get appropriate solution for their queries.

2.Video format is also available for solving their queries.

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

Identify strong TR & EM

3. TRIGGERS   `TR`

1. Tasks make the people to act and use this application.

2. Advertisements in various apps make the people to try what this app contains and induce people to know what's the speciality of this application.

4. EMOTIONS: BEFORE / AFTER   `EM`

1.People doesn't feel hard to use this application because tasks are very intresting to do.
2. doesn't make the people to worry about their health.
3.They'll feel free to maintain their health by using this application.
4..They'll feel all contents are available in this app, so their is no necessity to search for another app.

10. YOUR SOLUTION   `SL`

This application makes availability of BMI calculator, Calorie calculation, availability of nutrition powders and if it is not available, customers can request and it will be added, exercising tips, especially for pregnant ladies, distinctive diet charts are available, diet charts for all aged persons are available, daily tasks for maintaining health, chat with available nutritionist, diet reminder, continuous updation is also available.
This application makes the people to maintain their health in a cost effective manner.

8.CHANNELS of BEHAVIOUR   `CH`

8.1 ONLINE
1. Chat with nutritionist.
2. Ordering nutrition powder.
3. Updation of task completion.

8.2 OFFLINE
1. Following the task instruction.
2. Following the diet chart.
3. Following the exercising tips.
4. Maintaining their health condition.

Identify strong TR & EM