

Project Title: AI-powered Nutrition Analyzer for Fitness Enthusiasts

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids Any individual above the age of 18 will be having the need or a purpose to use the app. The individual can be working, a homemaker, a businessman, dietian etc.	6. CUSTOMER CONSTRAINTS CC 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. Network connection would be an import factor as there will be a need to preprocess the captured data and display the result to the user. In some cases internet connection will also be necessary. The quality of the user's camera can sometimes cause wrong recognition of a food item.	5. AVAILABLE SOLUTIONS AS 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 The user can go to an elevated area or to a spot with more air space. In cases of low camera quality, the user can load image from the web and feed it into the application.	Explore AS, differentiate
	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. <ul style="list-style-type: none">The customer can obtain any nutritional information about the food item under the camera.Can educate the user about the nutritional content in a food item.	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? i.e. customers have to do it because of the change in regulations. <ul style="list-style-type: none">The customer is health conscious and decides to start leading a healthy lifestyle.The customer wants to regulate his/her intake of calories and maintain a proper diet.	7. BEHAVIOUR BE What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace) <ul style="list-style-type: none">The customer needs to download the application to find his/her intake of calories.The customer can also go for scanning random food items to enrich his/her on diets.	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

<div><div>3. TRIGGERS</div><div>TR</div><p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p><ul style="list-style-type: none">The customer might have reached an age where tracking his diet would seem essential.The customer would have become health conscious leading to monitoring his intake of calories.</div> <div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><p>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control – use it in your communication strategy & design.</p><ul style="list-style-type: none">The customer becomes more confident about himself after they start using the app.They become more cautious with their eating habits.They can see a visible difference in their health graph.</div>	<div><div>10. YOUR SOLUTION</div><div>SL</div><p>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.</p><ul style="list-style-type: none">The customer needs to scan his/her desired food item.The item of interest is recognized using image recognition algorithms.Once the image has been recognized, the image is identified using existing food image with the help of deep learning algorithms and the nutritional content of that particular scanned image is returned to the customer.</div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>CH</div><div><div>8.1 ONLINE</div><p>What kind of actions do customers take online? Extract online channels from #7</p><ul style="list-style-type: none">The customer can get extra information via online.The customer can write feedbacks online in case of any misshapen of the app.</div><div><div>8.2 OFFLINE</div><p>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p><ul style="list-style-type: none">The customer learns to build a healthy lifestyle by keeping track of his/her calories.This helps in development of oneself towards a productive lifestyle.</div></div>
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I d e n t i f y s t r o n g t r a n s f o r m a t i o n s

I d e n t i f y