

1. CUSTOMER SEGMENT(S)**CS**

Who is your customer?
i.e. working parents of 0-5 y.o. kids

- Parents in a hurry
- Single parents
- Sport students
- Busy students
- Working parents
- Housewives

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.

- Busy Schedule
- Not proper environment
- Medical conditions
- Over the Budget
- Problem in the Network connection

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

- Short circuits are alternate to group exercise
- Homemade food which is fresh instead of restaurant
- Analyzing ingrained and tracking the intakes
- Look for related & accurate information on the internet
- Seeking professional help in their locality.

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.

- Unhealthy food habits
- Unbalanced calories and nutrients intake
- Inaccurate Information
- Tight schedules and expensive memberships of gyms
- Lack of mental support.
- Wastage of food

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

- Customers who have tight schedules have difficulty maintaining healthy food habits.
- Most customers are not able to differentiate between facts and myths and are not able to find accurate information.
- Customers may not be able to perform proper exercise due to expensive memberships and their busy schedules.
- Most customers may find it difficult to stay true to their goals and need proper mental support.

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)

- Try to go on an improper diet plan.
- Listening to the wrong people's advice or suggestions which may not suit them.
- Try spending too much money on food without a proper food schedule and wasting food
- Frustrated or overwhelmed and may quit their goals.

I d e n t i f y s t r o n g T R & E	<div><div>3. TRIGGERS</div><div>TR</div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div><ul style="list-style-type: none">Influence on social mediaInfluence of their friends and neighboursAdvice from their loved ones</div></div>	<div><div>10. YOUR SOLUTION</div><div>SL</div><div>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.</div><div>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.</div><div><ul style="list-style-type: none">Helps to track their calories and nutrients intakeHelps to perform short circuits workouts that fit their tight scheduleHelps to keep track of their Local supermarkets and grocery delivery.Helps to suggest recipes from their fridge to avoid wastage of foodHelps to preplan their food scheduleHelps to seek professional help and trainer from anywhere around the worldHelps people to stay focused and determinantHelps to gain healthy food habits</div></div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>CH</div><div><div>8.1 ONLINE</div><div>What kind of actions do customers take online? Extract online channels from #7</div><div><ul style="list-style-type: none">Trying to access related information for dietGetting influenced by influencers in social mediaTrying online workoutsGet Information on their nearby healthy placesTrying to find discounts.</div></div><div><div>8.2 OFFLINE</div><div>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div><ul style="list-style-type: none">Trying to eat less food and lose their appetitesGet expensive membership for gyms and group exercisesGet Healthy food from their local supermarket</div></div></div>
	<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><div>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.</div><div>Insecure > Confident</div><div>Lost about where to start > Proper guidance</div><div>Messy food habits > Healthy food habits</div><div>Confused > In control</div><div>Loss of appetite > Proper diet plan</div><div>Distractions > Helps to stay focus</div></div>		