

Define CS, fit into CC			Explore AS, differentiate		
<div>1. CUSTOMER SEGMENT(S)<div>CS</div><ul style="list-style-type: none">Fitness PeopleDieticianConsultantsNutritionists</div>		<div>6. CUSTOMER CONSTRAINTS<div></div><ul style="list-style-type: none">Make plansFails to followGive the planSuppose go to gym</div>		<div>5. AVAILABLE SOLUTIONS<div>AS</div><ul style="list-style-type: none">Balanced Healthy dietImportance of nutritionEnhances your quality of lifeSaving moneyEssential for physical activity.Feeding better Mentality</div>	
<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><ul style="list-style-type: none">DepressedFeeling Hopeless or helplessAnger or irritabilityNo interest activities.Insomnia or lack of sleep</div>		<div>9. PROBLEM ROOT CAUSE<div>RC</div><ul style="list-style-type: none">Body pain or internal organ painNutrition DeficiencyLack of appetiteThe absence of balanced food</div>		<div>7. BEHAVIOUR<div>BE</div><ul style="list-style-type: none">FearFailure of diet planAnger or irritabilityDepressed</div>	
<div>3. TRIGGERS<div>TR</div><ul style="list-style-type: none">Research AboutInspiration and MotivationEncouragement from loved ones and friends</div>		<div>10. YOUR SOLUTION<div>SL</div><ul style="list-style-type: none">Good results on fitnessProvides you with the calories and nutrients.Saving MoneyCelebrities fitness</div>		<div>8. CHANNELS of BEHAVIOUR<div></div><ul style="list-style-type: none">Saving moneyEnhances your quality of lifeProvides you with the calories and nutrients.Importance of nutrition</div>	
<div>4. EMOTIONS: BEFORE / AFTER<ul style="list-style-type: none">Fails to follow the diet planFear or failureNever sorry yourselfMotivated and be grateful</div>					

