

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)</div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>A person from the age of 18 to 50 years old.</div></div>	<div><div>6. CUSTOMER CONSTRAINTS</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>People who are stressed. People who want to improve their physical well-being. People who want to look and feel younger. People who want to boost their energy levels.Then customer takes nutrition foods .</div></div>	<div><div>5. AVAILABLE SOLUTIONS</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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div><div>1. Keep your daily calorie intake to a reasonable amount 2. Enjoy your food but eat less. 3. Keep portion sizes of food to a reasonable and recommended amount.</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>To detect the nutrient food for fitness enthusiasts To analyse the nutrition food values and suggestions for fitness.</div></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>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.</div><div><ul style="list-style-type: none"><li>• cancer.</li><li>• liver disease.</li><li>• conditions that cause nausea or make it difficult to eat or swallow.</li><li>• taking medications that make eating difficult — due to nausea, for example.</li></ul></div></div>	<div><div>7. BEHAVIOUR</div><div>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)</div><div>Nutritional behavior is “the sum of all planned, spontaneous, or habitual actions of individuals or social groups to procure, prepare, and consume food as well as those actions related to storage and clearance.</div></div>	
Focus on J&P, tap into BE, understand RC	<div><div>3. TRIGGERS</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>Health and fitness enthusiasts are people passionate about fitness and health.</div></div>	<div><div>10. YOUR SOLUTION</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. 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>You can improve your health by keeping a balanced diet. You should eat foods that contain vitamins and minerals. This includes fruits, vegetables, whole grains, dairy, and a source of protein.</div></div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7  Search for nutrition food channels.</div><div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.  Visit the best Nutritionists doctors to develop their fitness.</div></div>	Extract online & offline CH of BE
	<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div><div>Fitness can also heighten existing emotions, and may leave you feeling more stressed out than before you started.</div></div>			