

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></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>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></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 & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div></div>	Explore AS, differentiate
	<div><div>1. Fitness enthusiasts</div><div>2. Health-conscious people</div><div>Caters to teens, young adults, middle-aged and senior citizens alike</div></div>	<div><div>Application should be widely available and accessible on a wide range of devices.</div><div>Users should be sufficiently motivated to use the app on a daily basis.</div><div>Users with a fast-paced lifestyle may not find time to manually log their calorie intake.</div></div>	<div><div>Fitness tracking apps like Healthify Me, Fittr, etc.</div><div>Available solutions allow users to keep track of calorie consumption. However, this requires manual input which is tedious and time-consuming and leads to users churning.</div></div>	
Focus on J&P, tap into BE, understand RC	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></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>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></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>	<div><div>7. BEHAVIOUR<div>BE</div></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>	Focus on J&P, tap into BE, understand RC
	<div><div>Automate the process of identifying and adding food items using pictures as input.</div><div>Maintaining calorie count of a particular user and reminding them to keep track of the food they consume.</div><div>Most users lack the motivation to manually track their calorie intake. This can be solved by providing incentives like in-app achievements and ability to compete with their friends.</div></div>	<div><div>Modern fast-paced lifestyle causing people to consume unhealthy fast food on the go instead of taking time to prepare healthy home-cooked meals.</div><div>Lack of knowledge about the required nutrients for the healthy sustenance of the body.</div><div>Increase in obesity and other associated health issues.</div></div>	<div><div>User looks for a simple, on-the-go application to easily track, maintain and monitor the amount of calories they consume.</div><div>User also looks to the application for motivation and daily reminders in the off chance that they forget to track their daily intake.</div><div>User would like a visual representation of their progress before and after.</div><div>Users would like to receive recommendations and suggestions for exercise and fitness regimen to complement their diet.</div></div>	
Define CS, fit into CL	<div><div>3. TRIGGERS<div>TR</div></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>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour, use Triggers, Channels & Emotions for marketing and communication.</div></div>	<div><div>8.1 ONLINE CHANNELS<div>CH</div></div><div>What kind of actions do customers take online? Extract online channels from box #7 Behaviour</div></div>	Explore AS, differentiate
	<div><div>Social media personalities, peer pressure, medical advice to track, maintain and regulate calorie intake.</div></div>	<div><div>A widely available web application that can help the user to easily keep track of their calorie consumption.</div><div>Automate the tedious process of manually adding calories by using AI to recognize different types of food from pictures.</div><div>The goal is to make calorie tracking as painless and intuitive as possible.</div></div>	<div><div>Track food habits and proceed to make improvements to their eating habits.</div><div>Share their progress and compete with their friends online.</div></div>	
	<div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></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>Users feel lost and do not know where to begin their fitness journey. Lack of peers and proper guidance.</div><div>Increased confidence and self-esteem. Healthy diet leads to a better lifestyle and positive outlook to life.</div><div>Commitment to long term goals and satisfaction on seeing it through.</div></div>	<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>	<div><div>8.2 OFFLINE CHANNELS<div>CH</div></div><div>What kind of actions do customers take offline? Extract offline channels from box #7 Behaviour and use them for customer development.</div><div>Make healthier, better food choices and be actively aware of their calorie consumption.</div><div>Be proactive during the day and take definitive steps toward a healthier lifestyle.</div></div>	