Problem-Solution fit canvas 2.0

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

People of all ages who neglect their health because of their hectic schedules and consumption of high-calorie foods.

6. CUSTOMER CONSTRAINTS — CC

For the purpose of understanding the nutrient content of the meal, the consumer must provide a clear visual. If the image isn't clear, the program can't produce an accurate result. The recipes could occasionally cause health allergies in people.

5. AVAILABLE SOLUTIONS — AS

Although nutrition (and calorie) labels are included on food packaging, it's still not particularly convenient for individuals to use App-based nutrient dashboard systems.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Obesity and the user's anxiety about developing health-related problems are his or her problems. They will become angry since they don't see results right away and find it challenging to complete tiresome tasks. due to their appearance, they lack confidence.

9. PROBLEM ROOT CAUSE — RC

It is simple to get sucked into the trap of consuming calorie-dense, unhealthy foods. Users must limit their daily calorie consumption in order to lead a healthy lifestyle since when foods with low nutritional value are replaced by those high in sugar, unhealthy fats, and salt, numerous health problems result..

7. BEHAVIOUR — BE

Users' altered behaviors are reflected in their day-to-day activities, such as maintaining a nutritious diet, adhering to a regular eating schedule, and consuming wholesome foods. in order to aid in the improvement of their health.

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Focus on J&P, tap into BE, understand RC

Identify strong TR &

3. TRIGGERS — TR

To want to lead a healthy life, Being aware of success stories of others who succeeded in their endeavors, By observing those who are in good health and shape.

4. EMOTIONS: BEFORE / AFTER — EM

They fear deteriorating health, which motivates them to adopt a healthy lifestyle and eat wholesome foods.

10. YOUR SOLUTION — SL

By taking a picture of the food and uploading it to the app, users may learn the nutritional value of the food they are consuming. For precise food recognition and APIs that provide the discovered item's nutritional value, Clarifai uses its AI-Driven food detection model.

8. CHANNELS of BEHAVIOUR — CH

ONLINE: The application offers a friendly user interface that enables users to communicate with chatbots to clarify their questions, and a dashboard is displayed to show activity.

OFFLINE:
Establishing connections between all users through offline gatherings and the distribution of free goods. nutritionist conducting offline session.

Extract online & offline CH of BE