Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

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

• Diet and nutrition conscious people
• Fitness enthusiasts
• Trainers

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.

• Inaccurate nutrients statistics from various sources
• Unable to follow the diet plan
• Unable to decide which diet to follow

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

• Online resources for nutrient data
(Pros: Lot of resources; Cons: Inaccurate)

• Health and fitness awareness from books
(Pros: Trustworthy; Cons: Hard to get required information)

• Information from social media fitness influencers
(Pros: Easy to obtain information; Cons: Untrustworthy)

Explore AS, differentiate

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

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.

• Spread nutritional awareness
• Retrieve nutrition data after fruit classification
• Helping users to effeciently plan their diet
• Encouraging them to improve their health and fitness

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.

• Improper nutritional awareness
• Inaccurate nutrition data
• Influence of unsafe diets

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)

Directly related
• Actively try to find better diets which suits their needs
• Try to cross-check information with trustworthy sources

Indirectly associated
• Try to engage more in fitness related communities
• Try to hear podcasts of watch shows which give importance to fitness and health.

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

Identify strong TR & EM

3. TRIGGERS `TR`

What triggers customers to act? i.e. seeing their neighbour installing
solar panels, reading about a more efficient solution in the news.

• Inspired by health and fitness influencers in social media
• Watching online tutorials and videos regarding diet and health

4. EMOTIONS: BEFORE / AFTER `EM`

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.

Insecurity about fitness > Confident and feeling healthy

10. YOUR SOLUTION `SL`

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.

Our solution is to develop a nutrition analyzer webapp which uses a computer vision model for the classification of fruits and display the corresponding nutritional data by using an API.

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

• Verify and cross-check information from online sources
• Hear podcasts which give importance to fitness and health.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7
and use them for customer development.

• Actively try to follow diets which suits their needs
• Try to engage more in fitness related communities and activities

Extract online & offline CH of BE