Define CS, fit into CC

1.CUSTOMER SEGMENT(S)   CS

- Healthy Eaters
- Sports Persons
- Senior Citizens

6. CUSTOMER CONSTRAINTS   CC

- Internet Facility
- Spending Time

5. AVAILABLE SOLUTIONS   AS

To detect the nutrition based on fruits like Sugar, Fiber, Protein, Calories, etc. to make the users conscious about their foods.

Explore AS, differentiate

Focus on J&P, tap into

2. JOBS-TO-BE-DONE / PROBLEMS   J&P

- Incorrect Details
- Low quality image leads to wrong prediction of nutrients

9. PROBLEM ROOT CAUSE   RC

- Busy Schedule
- Laziness

7. BEHAVIOUR   BE

- Consulting Doctors
- Maintaining their own diet

Focus on J&P, tap into

Identify TR &strong EM

3. TRIGGERS   TR

Through advertisements, neighbors or through social media

4. EMOTIONS: BEFORE / AFTER

Before: Unhealthy, ConfusedAfter: Healthy, Confident

10. YOUR SOLUTION

To track the health care plan of an individual. To track the calories in the food by uploading images. To suggests food based on their health conditions.

8.CHANNELS OF BEHAVIOUR

ONLINE:
- Through Social Media
- Channel Advertisements

OFFLINE:
- Suggests neighbors
- Through pamphlets

Identify TR &strong EM