

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

All age group people who are careless about their health due to their busy schedule make use of healthy diet.

6. CUSTOMER CONSTRAINTS

CC

The customer should provide a clear image for knowing the nutrition content about the food. The app can't provide a accurate resut if the image is not clear. .In some cases, the recipes may be allergic to their health.

5. AVAILABLE SOLUTIONS

AS

Although the food packaging comes with nutrition (and calorie) labels, it's still not very convenient for people to refer to 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

The problem and pains of the usally are obesity, fear of getting health related issues. They will get frustrated of not getting immediate result and difficult to do tedious work. Lack of confidence due to appearance.

9. PROBLEM ROOT CAUSE

RC

It is easy to fall into a trap of calling unhealthy foods which is heavy in calories. Once the nutritional value is replaced by foods high in sugar and salt it leads to various health issues so users need to control their daily calorie intake to lead a healthy lifestyle.

7. BEHAVIOUR

BE

The behavioral changes in users reflect in their day-today life such that they will maintain a proper diet and follow the daily routine in eating and intake of healthy food ,So that it helps them to improve their health.

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

<div>3. TRIGGERS TR</div> <div>Desire to live a healthy style by knowing the success story of people who achieved their goal. By seeing people who are fit and healthy.</div> <div>4. EMOTIONS: BEFORE / AFTER EM</div> <div>They scared of declining health, so they got motivated</div>	<div>10. YOUR SOLUTION SL</div> <div>The solution is user can know the nutritional content of the food they intake, by taking picture of the food and uploading it in the app. Claire's AI Driven Food Detection Model is used for getting accurate food identification and APIs to give the nutritional value of the identified food.</div>	<div>8. CHANNELS of BEHAVIOUR CH</div> <div>Application provides a userfriendly environment that enables users to interact the board displayed to know the contents .Connecting all the users through one medium and giving some complementary pills. Conducting offline session by nutrition expert.</div>
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