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|--|---|--|---|---------------------------|--|
| 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><i>Fitness minded people and Commoners who loves to eat and interested to know the ingredients and nutrition present</i></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><i>1.Network Connections 2.Device with Cameras</i></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><i>We are going to be different than the competition by providing the followings 1.By displaying the cost of Ingredients 2.By not compelling user to join subscription 3.By minimizing the occurrences of the Ads to 1 per day 4.By introducing Chat bots</i></div></div> | Explore AS, differentiate | |
| | <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><i>Listing of Ingredients and Nutrition value</i></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><i>1.Food packaging comes with nutrition labels but it's still not very convenient for people to refer it 2.Increasing obesity rates</i></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><i>1.Take recommendations from our App 2.Eat Healthy foods 3.Exercise regularly</i></div></div> | | Focus on J&P, tap into BE, understand RC |
| | <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><i>seeing fit and healthy people</i></div></div> | <div><div>10. YOUR SOLUTION<div>SL</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>Building a web App that automatically estimates food attributes such as ingredients and nutritional value by classifying the input image of the food</div></div> | <div><div>8. CHANNELS of BEHAVIOUR<div>CH</div></div><div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div><div><i>Reporting problems to Chat bots</i></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><i>Before - Insecure and Inferiority complex After - Healthy and Confident</i></div></div> | <div><div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div><i>Saving the track records</i></div></div> | | | | |