Explore

AS

differentia

# 1. CUS TOMER SEGMENT(S)

Who is youi customei?



- Expeits, such as piofessional athletes and
- I'he aveíage health-conscious enthusiasts
- Beginneis of people who want to live healthief but need encoulagement.

### 6. CUS L'OMER



What constiaints pievent your customers from taking action of limit their choices of solutions?. Customeí have to be moíe patient and conscious in theií eating

gym and they need to spend money foi theii dietaiv plan. Howevei. the Al-poweied nutiition analysei foi fitness enthusiasts application will help the end use's by pioviding a piopei dietely assessment which piedict the nutifition content piesent in each food and also the app will be useí fíjendly and ease to use

In tíaditional method useís have to physically go out foí fitness like

5. AVAILABLE SOLUITONS

### 2. JOBS-l'O-BE-DONE / PROBLEMS

Which jobs-to-be-done (oí píoblems) do you addiess foi youí customeís? I heíe could be moíe than one; exploíe diffeient sides.

- I'he end useis must be awaie of theii iegulai intake food.
- In oídeí to maintain a healthy diet, one should know the nutiition content piesent in the food
- Buín the excessive caloíies, if not which may lead to obese

### 9. PROBLEM ROO CAUSE



What is the feal feason that this pfoblem exists? What is the back story behind the need to do this job.

Customeís have to maintain a píopeí healthy diet which may leads to fíee fíom vaíious many non communicable disease and many moíe health issues will be avoidable.

### 7. BEHAVIOUR



What does you' custome' do to addiess the pioblem and get the job done?

By using oui fitness app daily one can easily know the nutiition content piesent in all kind of food which will be helpful foi maintaining a healthy diet.

# 3. **■**RIGGERS



What triggers custOmers tO act? i.e. seeing their neighbOur installing solar panels, reading about a more efficient solution in the news.

By Seeing theií neighbouí using fitness app to maintain a píopeí healthy diet instead of spending money to go foi gym

## 10. YOUR SOLU ION



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.

The cuffent solution is to build a Al-powefed nutfition analyzef model using machine leaíning foí fitness and dietaíy plan which will píedict the accuíate íesults

### 8. CHANNELS of BEHAVIOUR



What kind of actions do customeís take online?

I'hey can use the fitness app and fate the ovefall expefience daily

### 8.2 OÏÏLINE

What kind Of actions dO custOmers take offline? Intake of healthy food.



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4. EMO TONS: BETORE / ATTER  How do customers feel when they face a problem of a job and afterwards?
BefOre: high blood pressure, depression, highly insecure, body shaming by Others(Obese) After: become more healthy, fit and confidence