1. CUSTOMER SEGMENT(S)

Who is your customer?

People who want to be fit

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices
of solutions?

Less man power, with network connection

5. AVAILABLE SOLUTIONS

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?

Their timing will be saved if the use the fitness analyser.

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers?

There could be more than one; explore different sides.

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back story behind the need to do this job?

If you use this, your time will be saved and you can use it efficiently.

7. BEHAVIOUR

What does your customer do to address the problem and get

Personalised nutritional guide

3. TRIGGERS

What triggers customers to act?

When customer think to be fitted but didn't get any idea on that they can simply use this act

4. EMOTIONS: BEFORE / AFTER

How do customers feel when they face a problem or a job and afterwards?

BEFORE: With less confidence and less potential do their work

AFTER: more confidence on themselves and being brisk

10. YOUR SOLUTION

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.

8. CHANNELS of BEHAVIOUR

8.1 ONLINE

What kind of actions do customers take online? Installing and giving details

8.2 OFFLINE

What kind of actions do customers take offline? follow the nutritional facts