

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Who is your customer? eg. working parents of 0-5 y.o. kids 1.Health conscious Person 2.Curious Customer 3.Over or under Weight person 4.Sport person	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> What limits your customers to act when problem occurs? Spending power, budget, no cash in the pocket? Network connection? Available devices? Some people are not willing to go to hospital because of financial constrains and some are in the remote locations. Many are too busy now a days	5. AVAILABLE SOLUTIONS AS <small>PLUSES & MINUSES</small> Which solutions are available to the customer when he/she is facing the problem? What had he/she tried in the past? Pluses & minuses? Visiting a experienced dietitian to verify	Explore AS, differentiate
	2. PROBLEMS / PAINS + ITS FREQUENCY PR Which problem do you solve for your customer? There could be more than one, explore different sides. eg. existing solar solutions for private houses are not considered a good investment (1). How often does this problem occur? To help track the nutritional value of the food the customer eats and helps to personalize a diet with respect to the need of the customer	9. PROBLEM ROOT / CAUSE RC What is the root of every problem from the list? eg. People think that solar panels are bad investment right now, because they are too expensive (1.1), and possible changes to the law might influence the return of investment significantly and diminish the benefits (1.2). Users are in need of these kind of solutions because 1. Because some health problems are hereditary 2. Some people may be leading unhealthy lifestyles which might make them more susceptible to health issues 3.Many dont have the knowledge of what the food they eat can do to their body	7. BEHAVIOR + ITS INTENSITY BE What does your customer do about / around / directly or indirectly related to the problem? eg. directly related: tries different "green energy" calculators in search for the best deal (1.1), usually chooses for 100% green provider (1.2). indirectly related: volunteering work (Greenpeace etc) How often does this related behavior happen? 1. Schedule an appointment 2. Search for the best dietitian online 3. Speak to family/friends regarding solutions	
3. TRIGGERS TO ACT TR What triggers customer to act? eg. seeing their neighbor installing solar panels (1.1), reading about innovative, more beautiful and efficient solution (1.2) Discomfort and lack of physical strength. Users making sure that they are healthy	10. YOUR SOLUTION SL If you are working on existing business - write down existing solution first, fill in the canvas and check how much does it fit 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. Our application helps the user in finding out about the nutritional value of their dietary intake. They can find out by entering details such as their heart rate, cholesterol blood pressure etc. A dashboard is also attached along with the results for better understanding where they can compare their blood pressure and similar metrics with other users. And also helps to keep track of it. And also derive a personalized	8. CHANNELS of BEHAVIOR CH ONLINE Extract channels from Behavior block 1.Talk with family/friends 2.Browse through health websites OFFLINE Extract channels from Behavior block and use for customer development Reach out to the nearest dietitian	Extract online & offline CH of BE	
4. EMOTIONS EM <small>BEFORE / AFTER</small> Which emotions do people feel before/after this problem is solved? Use it in your communication strategy. eg. frustration, blocking (can't afford it) > boost, feeling smart, be an example for others (made a smart purchase) Before using this app, the user may not know the exact nutritional intake and track of it. And now they can keep track of it				