1. CUSTOMER SEGMENT(S)　CS

Who is your customer?
i.e. working parents of 0-5 y.o. Kids

> Customers are those who want to maintain healthy lifestyle.

6. CUSTOMER CONSTRAINTS　CC

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.

> Most of the solution available in the internet hosts a lot of advertisement limiting its usability.
> Needs a proper network connection.

5. AVAILABLE SOLUTIONS　AS

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

> Analyze the image to provide nutritional information.
> Help individuals who need to track their food intake to avoid obesity.

2. JOBS-TO-BE-DONE / PROBLEMS　J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

> To collect data about our users and come up with better food choices and improves the dietary habits to sustain a healthy lifestyle.
> Understanding the customer's food preferences and planning the diet according to that.

9. PROBLEM ROOT CAUSE　RC

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.

> Solution for customer will be available for 24/7.
> For no fear about the health condition.

7. BEHAVIOUR　BE

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)

> Reduce customer anxiety about their health.
> Assess risk factors.
> User friendly.

3. TRIGGERS　TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

> Track the user's food intake.
> Suggestion of personalized diets.
> Monitor the effects of nutrition plans.

10. YOUR SOLUTION　SL

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.

> Instead of searching in several sites about the food, the users can know about the food qualities such as ingredients and nutritional value using web app by the image of the food.

8. CHANNELS of BEHAVIOUR　CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

> Customers interact with the Web App to load an image.
> Then the customer can know about nutritional value of food using the image.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

> Make sure they are aware of the usage of app.

4. EMOTIONS: BEFORE / AFTER　EM

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.

> Took longer time to process and respond to the customer.