

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 0-5 y.o. kids	6. CUSTOMER CONSTRAINTS 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.	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? i.e. pen and paper is an alternative to digital notetaking	Explore AS, differentiate
	<ul style="list-style-type: none"> People who want to fit their body and maintain proper or balanced diet in a proper way 	<ul style="list-style-type: none"> constraints may contribute to the unhealthy food choices observed among low socioeconomic groups in industrialized countries. 	<ul style="list-style-type: none"> Try to eat more protein and fat, and less simple sugars. Ask your doctor or dietitian about nutritional supplements. Avoid non-nutritious beverages 	
Focus on J&P, tap into BE, understand RC	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? i.e. customers have to do it because of the change in regulations.	7. BEHAVIOUR 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)	Focus on J&P, tap into BE, understand RC
	<ul style="list-style-type: none"> Being a holistic wellness coach, registered dietitian nutritionist, Food scientists, nutrition educator are the job can successfully done in this field 	<ul style="list-style-type: none"> Lack of appetite, or decreased hunger A sore mouth or throat can make eating difficult Undiet plan in untimely eating 	<ul style="list-style-type: none"> the sum of all planned, spontaneous, or habitual actions of individuals or social groups to procure, prepare, and consume food as well as those actions related to storage and clearance. 	
Identify strong TR & EM	3. TRIGGERS What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.	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? Extract online channels from #7	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER 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. Before : Initially they felt inferiority complex by their own. And felt more negative thoughts and underestimate themselves. After : After the correct session they had a great confidence among themselves. And achieve their Healthy diet	<ul style="list-style-type: none"> In our platform we provide a individual healthy chart for subscribers Normally Common health diet plan was allocated Seek your way on organic side and stay healthy 	<ul style="list-style-type: none"> Refer journal, through online applications, attending some online session, following healthy remedies. 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.	