**Define CS, fit into CC**

### 1. CUSTOMER SEGMENT(S)  `CS`

Teenagers between 13-19 years old and those who are interested in following a healthy lifestyle. Adults those who want to maintain a certain health pattern.

### 6. CUSTOMER CONSTRAINTS  `CC`

As they end up with a dietary restriction that is the person has limitations to certain foods which cannot or will not prefer to eat for a long time. Constraints differ from person to person and it's completely depends on their lifestyle.

### 5. AVAILABLE SOLUTIONS  `AS`

Before, customers would have to pay a visit to their personal dietician following the traditional methods to get their diet plans. As they have to visit them periodically it will be difficult in some situations. But, to replace that this application is handy as it provides information at their comfort.

**Explore AS, differentiate**

**Focus on J&P, tap into BE, understand RC**

### 2. JOBS-TO-BE-DONE / PROBLEMS  `J&P`

To accurately measure the calorie count of the food taken by the user and help them in providing healthy eating pattern.

### 9. PROBLEM ROOT CAUSE  `RC`

Can help in making their life easier for individuals Who need to track their food intake for health reasons. It is done to track the calories by scanning the food, where they don't have to eat the same food to maintain the calories.

### 7. BEHAVIOUR  `BE`

The user can share their problem on the feedback section and address through rating for the application.

**Focus on J&P, tap into BE, understand RC**

**Identify strong TR & EM**

### 3. TRIGGERS  `TR`

Seeing their peer group maintaining and leading a healthy lifestyle triggers the customers to use this application.

### 4. EMOTIONS: BEFORE / AFTER  `EM`

Customers before using this application would have felt insecure about their food intake and after using the application they feel confident that their food intake nutritional values can be monitored by them.

### 10. YOUR SOLUTION  `SL`

Provide accurate calorie value of the scanned food. Suggest some nutritional food to maintain healthier. Keeping a long track of their activities, Like providing them 24hrs recall of their activities.

### 8. CHANNELS of BEHAVIOUR  `CH`

8.1 ONLINE

Through online they can look into different properties of food and get to know which can be the better option for their lifestyle.

8.2 OFFLINE

In offline they can create and track their diet chart.
And check micro and macronutrients from their food.

**Identify strong TR & EM**