

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

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

Many people wants to track their calorie intake.

People who wants to be fit and lead a healthy lifestyle.

CS

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.

No time for monitoring nutritions in the food.

Unable to control food habits and eating unhealthy foods.

CC

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

Applications for analyzing nutritional values in the food.

Personal diet tracker for daily use.

AS

Explore AS, differentiate

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.

To analyze the nutritional content in the food.

To overcome the health issues.

Problem in maintaining healthy lifestyle and proper balanced diet.

J&P

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.

People are addicted to fast food which leads to obesity.

People are not aware about the calories intake from the food.

People have no time to take care of themselves due to their busy lifestyle.

RC

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)

Eating healthy and low calorie food.

Personalized diet plans for the users.

Easy to maintain their health.

BE

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

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.

Don't want to feel unhealthy anymore.

Low self-esteem of their appearance.

TR

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: Depressed, Unfit, Obese, Low self-esteem, Unhealthy.

After: Healthy, Fit, Happy, More active, Motivated.

EM

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.

By uploading the image of the food to the app, the user can analyze the nutritional values of the food they are consuming.

Our goal is to provide details and improve customers health.

SL

8. CHANNELS of BEHAVIOUR

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

Scan the food and get the nutritional value of the food consumed everyday.

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

User can access the history of the food they consumed and their nutritional values.

CH

Extract online & offline CH of BE