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|------------------------|---|---|---|---------------------------|
| Define CS, fit into CC | <div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div><ul style="list-style-type: none"><li>Customer want to know and control their food attributes</li></ul></div></div>   | <div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div><ul style="list-style-type: none"><li>Easy finding of food attributes</li><li>Availability of vast amount of food items such as ingredients and nutritional value</li></ul></div></div>                          | <div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div><ul style="list-style-type: none"><li>Self guessing the attributes</li><li>Searching on internet for different food items separately</li></ul></div></div>  | Explore AS, differentiate |
|                        | <div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div><div><ul style="list-style-type: none"><li>Helps the customer to find the right amount of nutrient and other attributes of the food preciously</li><li>Need to provide a large amount of data to the user</li><li>The details need to me maintained properly</li></ul></div></div> | <div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div><ul style="list-style-type: none"><li>Due to the ignorance of healthy food habits, obesity rates are increasing at an alarming speed, and this is reflective of the risks to people’s health</li></ul></div></div> | <div><div>7. BEHAVIOUR<div>BE</div></div><div><ul style="list-style-type: none"><li>People need to control their daily calorie intake by eating healthier foods</li></ul></div></div>   |                           |
|                        | <div><div>3. TRIGGERS<div>TR</div></div><div><ul style="list-style-type: none"><li>Increase in percentage of obesity among young people</li></ul></div></div> <div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>Confused, Anxious, Exhausted, Helpless, Scared, Relaxed, Motivated, Blessed</div></div>                                | <div><div>10. YOUR SOLUTION<div>SL</div></div><div>In regard to the problem faced, a web-based application is to be built that automatically estimates food attributes such as ingredients and nutritional value by classifying the input image of food.</div></div>      | <div><div>8. CHANNELS of BEHAVIOUR<div>CH</div></div><div><ul style="list-style-type: none"><li>Register their information with the application</li><li>Making food attributes request via webapp</li></ul></div></div> <div><div>8.2 OFFLINE</div><div><ul style="list-style-type: none"><li>Creating awareness among the masses .</li><li>Canvasing in schools and college about having a healthy lifestyle .</li></ul></div></div> |                           |