

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>People of all age groups can get an idea of what they are consuming everyday without doing a lot of searching amidst their busy schedule.</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>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.</div><div>It is required that the customer provides a clear image of the product that they consume. They must be aware of using a web application and have active connection to the internet.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>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</div><div>There are apps that suggests the user a balanced diet based on their BMI, as well as apps that display the nutrients given the food name, but people often do not know what the food is made of or even the name of the food at times. This application saves all these searching that needs to be done by the user.</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>The problem and pains of the user are obesity, fear of getting health issues. Users often get frustrated of not getting immediate result when they search for details about a food item.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>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.</div><div>It is easy to fall into a trap of consuming unhealthy foods which is heavy in calories. Foods that are good in taste and tempting to consume might be junk and lead to various health issues. So users need to control their daily calorie intake to lead a healthy lifestyle.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>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)</div><div>The user can now quickly get to know the nutrition in their food and hence they can rethink about what they are about to consume.</div></div>	
	<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div>Desire to live a healthy life by knowing the success story of people who achieved their goal. By seeing people who are fit and healthy.</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>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.</div><div>The solution is the user can know the nutritional content of the food they intake, by taking a picture of the food and uploading it in the app. Claire's AI Driven Food Detection Model is used for getting accurate food identification and APIs to give the nutritional value of the identified food.</div></div>	<div><div>8.CHANNELS of BEHAVIOUR<div>CH</div></div><div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div><div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div>ONLINE ACTIONS</div><div>The users click a picture of their food and upload it in the application. Within a couple of seconds, they see the nutritional contents on their screen.</div><div>OFFLINE ACTIONS</div><div>The users decide whether they should proceed to consume the food item or not, based on its nutritional details.</div></div>	
Identify strong TR & EM	<div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>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.</div><div>Users are scared of declining health, so they get motivated towards eating healthy foods and move to a healthy lifestyle.</div></div>			Identify strong TR & EM