1. CUSTOMER SEGMENT(S)
The main customers of our project:
- People of all ages who want to monitor their calories intake.
- People who want to maintain dietary patterns to aid in weight and disease management.

6. CUSTOMER CONSTRAINTS(S)
- Customer must provide a clear visual so they need a device with good camera quality.
- They may think it is time consuming.

5. AVAILABLE SOLUTIONS
- Customers can get a proper available information about the food which they search.
- There is analyzing of real time images of meals and analyzing for nutritional content can be very handy.

2. JOBS-TO-BE-DONE / PROBLEMS
- Worry of being obese or slim.
- Health Issues
- Problem in maintaining nutrition
- Improper diet due to ignorant lifestyle.

9. PROBLEM ROOT CAUSE
- Due to the fast paced lifestyle today and 9-5 jobs people have no time to take care of their physical health.
- Not able to hit the gym
- People not knowledgeable about calorie intake and their maintenance calories.

7. BEHAVIOUR
- On the basis of BMI, user can get a dietary plan.
- Easy to maintain their health.
- People not able to maintain their health is a very common issue. The intensity of this problem is high
- Easy to make a log of their nutritional intake.

3. TRIGGERS
- Users don't want to be/feel unhealthy anymore.
- They feel like they can do better.
- To improve themself

10. YOUR SOLUTION
To focus on developing an end to end web application and can be very helpful to those who are cautious about what they are eating in each meal. It helps users to consume food only according to the nutritional value of the scanned food.

Our aim is to provide a fitness and healthy life to

8. CHANNELS of BEHAVIOUR
ONLINE
Users can scan the food and get the nutrition value of the food they eat everyday

OFFLINE
Users will be able to see past history of food they ate and graphs which provide information about nutrition intake.

4. EMOTIONS: BEFORE / AFTER

Before: Unfit, Depressed, Not confident enough, I'm obese, I'm skinny, I'm Fat, Unhealthy.

After: Feeling Confident, Healthy, More active, More energy, FIt, Motivated.

our customers.