

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

People who wish to live a healthy life.

6. CUSTOMER CONSTRAINTS

CC

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.

Our customers are unable to access our solution due to network issues,because our solution is an application.

5. AVAILABLE SOLUTIONS

AS

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

Exercise is an existing solution. aerobics and Yoga.

Pros: The aim is to develop fitness habits that

lead to long-term lifestyle changes.

Cons: There are no adequate instructions based on the user's health situation.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

We provide nutritional content of the foods they eat in a day. Also we guide them the nutrional meal of the day.

9. PROBLEM ROOT CAUSE

RC

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.

The main cause of this problem is that people are not aware of the nutritions to consume in a day . Lack of nutrition creates a number of disease and leads to unhealthy life.

7. BEHAVIOUR

BE

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)

Customers will first login into the site. Customers will take the snapshot of the food.A solution will be provided by the analyser.

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

Identify strong TR & EM

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

The customer will be driven to utilise our applicatiion on ads and hearing feedback from friends and neighbours.

4. EMOTIONS: BEFORE / AFTER

EM

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.

Customers before using it will have a unhealthy body and mindset. Customers after using our application will lead a healthy life.

10. YOUR SOLUTION

SL

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.

This AI displays the calories and offers guidance so that users can use them correctly. This also gives them the remainder to have a healthy food.

8.CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

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

8.2 OFFLINE

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

This tool scans the fruit and provides nutritional information.

User can perform various physical activites recommended by the tool.

Identify strong TR & EM