

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?

The main customers for our project are:

- People who want to make better food choices
- Sportsmen or athletes who need to maintain strict diets
- Patients who need to be careful of their diet

Purpose / Vision

6. CUSTOMER

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.

- Customers can be skeptical about the accuracy of the predictions about the scanned foods.
- They can harbour security concerns
- They might find it time consuming

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

PROS	CONS
Customers can get detailed information about the food they search for	Customers have to perform time consuming searches for foods that might not be available in the application's database.

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.

- Create an convenient application for easy food searches and to see the nutritional value of the scanned foods
- Maintain a log of what foods have already been scanned
- Show statistics of the different macronutrients and micronutrients that the user scans. This can give customers more insights into the food they eat.

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.

- Lack of food education among people which makes them treat food as a hunger satiating tool not as fuel.
- Bad diet culture

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)

- In order to build trust in the accuracy of the predictions, expert doctors and nutritionists can vouch for the exactness of the predictions

3. TRIGGERS

TR

- Seeing peers getting healthier with better food choices can motivate them to use the application.
- Seeing others achieve their fitness goals

4. EMOTIONS: BEFORE / AFTER

EMOTIONS BEFORE	EMOTIONS AFTER
Lack of understanding about nutritional value of different foods	Empowered with the knowledge of nutrition which helps them live healthier lives
Inability to achieve their fitness goals due to lack of proper diet	Achieving fitness goals with ease
Unable to live a healthy and strong life	Leading a healthier and happier life

EM

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.

To develop an end to end web application that enables customers to understand the food they consume and make better food choices with the detailed nutrition analysis of the food they scanned.

The application aims to promote healthier food choices and make a much more healthier society.

8. CHANNELS of BEHAVIOUR

CH

- 8.1.ONLINE
What kind of actions do customers take online? Extract online channels from #7
- Scan the foods they eat everyday
 - Review the Nutrition summary of the foods they eat

- 8.2.OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.
- Make better food choices subconsciously as they can see their reports

