What constraints prevent your customers from taking action or limit their choices

Shortage of time due to work

maintaining becomes difficult.

unhealthy and high calorie foods.

pressure due to which

AS

# 1. CUSTOMER SEGMENT(S)

Define CS, fit into CC

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

EM

Identify strong TR &

Who is your customer?

calories intake.

who want to gain weight in healthy way.

### 6. CUSTOMER

CC

of solutions? i.e. spending power, budget, no cash, network connection, available devices.

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

5. AVAILABLE SOLUTIONS

Personal diet tracking app which helps to maintain diet.

There is analyzing of real time images of meals and analyzing for nutritional content can be very handy.

# People of all ages who want to monitor their

People who want to lose weight and people

#### 2. JOBS-TO-BE-DONE / PROBLEMS

Worry of being obese or slim.

could be more than one; explore different sides.

Which jobs-to-be-done (or problems) do you address for your customers? There

To calculate calories and nutrients present.

Problem in maintaining nutrition Improper diet

J&P

CS

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.

Teenagers are addicted to fast food which leads to obesity

Not able to control cravings and end up eating

Due to the fast paced lifestyle today and 9-5 jobs people have no time to take care of their physical health.

People not knowledgeable about calorie intake and their maintenance calories.

## 7. BEHAVIOUR

CH

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)

On the basis of BMI, user can get a dietary plan.

Easy to maintain their health.

8. CHANNELS of BEHAVIOUR

Eating healthy and low calorie foods.

Following diet plan and consuming nutritious foods.

## 3. TRIGGERS

Health Issues.





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

Users can scan the food and get the nutrition value of the food they eat everyday

When people around us bully.

What triggers customers to act? i.e. seeing their neighbour installing

solar panels, reading about a more efficient solution in the news.

due to ignorant lifestyle.

Peer pressure, beauty standards, society point of view etc..

Don't want to be/feel unhealthy anymore.

# 4. EMOTIONS: BEFORE / AFTER



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.

## 10. YOUR SOLUTION If you are working on an existing business, write down your current solution first fill in the

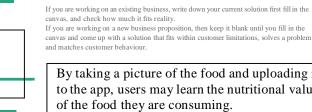
By taking a picture of the food and uploading it to the app, users may learn the nutritional value of the food they are consuming.

Our aim is to provide a fitness and healthy life to our customers.

#### OFFLINE

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

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



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.