Define CS, fit into CC

1.CUSTOMER SEGMENT(S)   `CS`

Healthy Eaters
Sports Persons
Senior Citizens

6.CUSTOMER CONSTRAINTS   `CC`

Internet Facility
Spending Time

5.AVAILABLE SOLUTION   `AS`

To detect the nutrition based on fruits like Sugar, Fibre, Protein, Calories,etc. to make the users conscious about their foods.

Explore AS, differentiate

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

2.JOBS-TO-BE-DONE   `J&P`

Incorrect Details
Low quality image leads to wrong prediction of nutrients

9.PROBLEM ROOT CAUSE   `RC`

Busy Schedule
Laziness

7.BEHAVIOUR   `BE`

Consulting Doctors
Maintaining their own diet

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

3. TRIGGERS `TR`

Through advertisements,
neighbors

4. EMOTIONS: BEFORE / AFTER `EM`

Before:
Unhealthy,Confused

After:
Healthy,Confident

10. YOUR SOLUTION `SL`

To track the health care plan of an
individual.To track the calories in
the food by uploading images.To
suggests food based on their health
conditions.

11.CHANNELS of BEHAVIOUR `CH`

ONLINE:
Through Social Media
Channel Advertisements

OFFLINE:
Suggests neighbors
Through pamplets