

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

1. Body builders
2. Obese people
3. Who wants to gain/lose weight
4. Who concentrates more on physical fitness
5. Diet concious people

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.

1. A model/application the best analyzes the fruit nutrition
2. By capturing or uploading the fruit picture

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

1. Many applications based on Artificial Intelligence and Deep Learning are available for analysis process

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.

1. Able to capture the image of the fruit
2. Train the model in such a way to produce the best results
3. A detailed list of nutrition present in the fruits as to be provided as output

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.

1. Unhealthy diet.
2. Low care over physical health/fitness.

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)

The user/customer simply need to capture a image of the fruit or they can search for the fruit in the application or they simply upload the picture of the fruit.

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

Identify strong TR & EM

3. TRIGGERS

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

Most probably on seeing to other people physical health and fitness, people tent to maintain their fitness. In some cases, people highly concerned with fitness tend to do it naturally.

4. EMOTIONS: BEFORE / AFTER

M

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.

1. Imbalanced diet - Anxiety
2. Good/maintained fitness - Satisfaction

10. YOUR SOLUTION

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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 customerbehaviour.

Creating a application which is powered by algorithms that provides best results of analysis of fruit nutrition.

8.CHANNELS of BEHAVIOUR

H

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.

Since it is an application, user feedback and reviews can be collected and the can be improved more based on it.

Identify strong TR & EM