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| **1.customer segment(s)**  **Demographic, psychographic, behavioural and geographic segmentation ate considered the four main type of market segmentation, according to this segment in weight loss customers changes their behavior day to day pattern by changing their habits into more healthier.** | **2.PROBLEMS:**  **•Changing your habits.**  **•Weight-management programs.**  **•Weight-loss medicine**  **• Weight-loss devices**  **•Special diets.** | **3.TRIGGER TO ACT:** T**riggers are certain foods, situation and feeling that prompt us to overeat and gain weight or prevent current or future weight loss. Different people have different triggers when on a diet. For some people boredom is a trigger, for others it’s stress; for some people it’s a party, for others it’s being alone.** |
| **4.EMOTION BEFORE AND AFTER:**  **The Evidence isn’t just anecdotal the science also suggests that losing weight can improve your happiness. other studies caution that weight loss can dampen people moods.**  **Relationships may also change as new habits around exercise or eating are formed, which can strengthen relationship, or alternatively cause strain.** | **5.AVAILABLE SOLUTION:**  **•Trying intermittent fasting.**  **•Tracking your diet nd exercise.**  **•Eating protein for breakfast.**  **•Cutting back on sugar and refined Carbohydrates**  **•Eating plenty of fiber.**  **•Balancing gut bacteria.**  **•Getting a good night’s sleep.** | **6.CUSTOMER STATE LIMITATION:**  • **The most important perceived barriers to weight-loss diets were ‘situation barriers’ stress, depression, and food craving.**  **• Reducing average daily caloric intake below what is a typical or habitual, without malnutrition or deprivation of essential nutrients.**  **•In a fasting diet, a person does not eat at all or severely limits intake during certain time of the day week or month.** |
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| **7.BEHAVIOR:**  **Universal behaviors for people who are trying to lose weight, those include cutting out soda and sugar drinks, avoiding a sedentary lifestyle, and focusing in food quality rather than simply on calories.** | **8.CHANNELS OF BEHAVIOUR:**  **8.1 ONLINE**  **• It is important to identify how behavior change techniques are being used by health professionals in the online and offline treatment of overweight clients.**  **8.2 OFFLINE**  **• Professional indicate that goal setting and action planning, providing feedback monitoring, facilitating social support, and shaping knowledge are of high value to improve physical activity and eating behaviors.**  **Where customers advice to avoid tempting visual food and ensure to intake of healthier diet by replaying nutrition food.** | |  | | --- | | **9.ROOT/CAUSE:**  • **Obesity affects children as well as adults. Many factors can contribute to excess weight gain including eating patterns, physical activity level, and sleep routines. Social determinants of health, genetics, and taking certain medication also play a role** | | **10.MY SOLUTION:**  **• Our online program is customized for the needs and preferences of our users.**  **Screening Test.**  **Onboarding kit.**  **Weekly coach calls.**  **Monthly Doctor consultations.**  **Access to members only app.** | |