

Define CS, fit into

1. CUSTOMER SEGMENT(S)

Who is your customer?

The main customers for our project are:

- People who need to follow healthy lifestyle.
- Athletes who need to find them fit enough.
- Patients who conscious about diet routine.

CS

6. CUSTOMER CONSTRAINTS

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 might get doubt in the accuracy of the results.
- They may Think ,this is time consuming process.

CC

5. AVAILABLE SOLUTIONS

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

ADVANTAGES	DISADVANTAGES
1. Customer can self planned their diet chart with the given daily report of nutritional values of their food.	1.Requires Larger database for different varieties of food.

AS

Explore AS,

Focus on J&P, tap into BE,

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers?There could be more than one; explore different sides.

- Create an user friendly application, where you can able to search healthy foods and obtain the nutrition values of each food that you are scanning.
- The Database of already scanned foods are stored in Memory.
- Show nutrients values of food so that customers get more insights into the food they eat.

J&P

9. PROBLEM ROOT CAUSE

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 themtreat food as a hunger satiating tool not as fuel.
- Bad diet culture

RC

7. BEHAVIOUR

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

BE

Focus on J&P, tap into BE,

Identify Strong TR and EM

3. TRIGGERS

- Providing the health benefits of food
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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

TR

10. YOUR SOLUTION

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.

SL

8. CHANNELS of BEHAVIOUR

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 #7and use them for customer development.

- Make better food choices subconsciously as they can see their reports

CH

Extract online and offline CH of BE

