Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   `CS`

Who is your customer?

- People who want to keep themselves healthy.
- Athletes, Physicians, Dieticians.
- People in need of diet.

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.

- Difficult to predict the nutritional value of food precisely since the calorie is also dependent on quantity of food.
- A customer can find it as a time consuming process.

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

Pros	Cons
Customer can self-planned their diet chart with the given daily report of nutritional values of their food.	Requires large database for different varieties of food may lead to time consuming process or may results in unavailable nutrition information for a given food.

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.

- Creating an application which returns the nutrition values of the food type.
- Using Clarifai's AI-Driven Food Detection model.
- Implementing the insights of customer's calories intake.

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.

- Advancement of technologies created too much relaxed conditions to people and results in obesity related problems.
- Since many people living in polluted environment and following bad food practices.

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)

- Provide 24×7 customer care support with professional dietician for their queries.

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

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3. TRIGGERS   `TR`

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

- Seeing their group of people having better diet can motivate them to use this type of application.
- Forecasting the effects of bad food choices.
- Compete with others to achieve their health goals.

10. YOUR SOLUTION   `SL`

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 customer behaviour.

- An web application that provides a calorie value of scanned food and suggest good food choices to the customer with the help of Clarifai's AI food detection model.
- It gives one of their precious assets of life i.e health.

8. CHANNELS of BEHAVIOUR   `CH`

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

- Snapshots of their foods since the food information is present in cloud.
- Viewing daily updates of calorie intake through e-mail.

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

- Displaying general health food practices.
- Motivating customers with daily fitness quotes.

4. EMOTIONS: BEFORE / AFTER

EM

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.'

Emotions before	Emotions After
Not having awareness about the perks of proper diet.	Having the awareness about the perks of proper diet.
Unable to follow good food practices.	Able to follow good food practices.
Unable to identify proper choices of food that suits their body.	Able to identify proper choices of food that suits their body.