

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> <ul style="list-style-type: none"> <li>✓ Anybody who wish to take a step to maintain a healthy lifestyle.</li> <li>✓ Person who follows a strict diet plan.</li> </ul>	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> <ul style="list-style-type: none"> <li>✓ The application requires network connectivity.</li> <li>✓ Lack of guidance to access the features provided in the application.</li> <li>✓ Busy work schedule.</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <p>Previously diet planners, health charts, nutrition tables and reminders were followed but these are less portable when compared to the application.</p>	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> <ul style="list-style-type: none"> <li>✓ Display the nutritional information of the food.</li> <li>✓ Assign fitness tasks like running, jogging etc.</li> <li>✓ Helps to watch the portion of food intake.</li> <li>✓ Give reminders for effective change.</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> <ul style="list-style-type: none"> <li>✓ Poor eating habits - under or over eating.</li> <li>✓ Lack of knowledge about the goodness in food.</li> <li>✓ Unawareness of ill-effects of fast food and junk foods</li> </ul>	<b>7. BEHAVIOUR</b> <span>BE</span> <ul style="list-style-type: none"> <li>✓ When observed transformation in fellow beings.</li> <li>✓ Inspired from other's fitness.</li> <li>✓ Found that you're unhealthy inside.</li> </ul>	
Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span> <p>Either getting inspired from their fellow being or realizing that they're unhealthy because of their wrong eating habits.</p>	<b>10. YOUR SOLUTION</b> <span>SL</span> <ul style="list-style-type: none"> <li>✓ Bring awareness about the goodness of natural food.</li> <li>✓ Build a user friendly application to monitor their diet activities.</li> <li>✓ Recommend fitness solutions based on their requirements.</li> </ul>	<b>8. CHANNELS OF BEHAVIOUR</b> <span>CH</span> <p><b>ONLINE</b></p> <ul style="list-style-type: none"> <li>✓ Track their daily achievements in their fitness chart with the help of application.</li> </ul> <p><b>OFFLINE</b></p> <ul style="list-style-type: none"> <li>✓ Eat fibrous and nutritious food at proper time.</li> </ul>	Identify strong TR & EM
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> <p>Felt insecure about their physique → Feeling confident from inside</p>			

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

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