

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>People who seek fitness, nutrition analyst, dietician.</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>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.</div><div>The knowledge about nutrition is less for commoner. Since the progress is very slow, users tend to get fed up.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div><div>There is a lot of apps like healthifyme which provide a correct information about nutrition.</div></div>	Explore AS, differentiate	
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>There might be some bug which may arise when the customer uses it.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>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.</div><div>Some people spread wrong information about nutrition and fitness which one of the major cause.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>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)</div><div>The customer should be very dedicated and strong mentally before the work is done.</div></div>		Focus on J&P, tap into BE, understand RC
	<div><div>Lack of knowledge about fitness an nutrition triggers customers to act.</div><div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div><div>Customers those who are not fit physically before will feel strong both physically and mentally after.</div></div></div>	<div><div>8.2 OFFLINE</div><div>What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development.</div><div>Customer may find wrong information about the nutrition in the online and they may feel tired and exhausted during the time of workout.</div></div>	Identify strong TR & EM		