 Purpose / Vision

**Explore AS, differentiate**

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

**Deﬁne CS, ﬁt into CC**

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

**AS**

**5. AVAILABLE SOLUTIONS**

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

1. **CUSTOMER SEGMENT(S)**

* Customer will Search Nutrition in our App.
* Behavioral Geographic Segmentation
* Best customer care service contact.
* Chat bot service.
* The Customer easy to contact Our Agent.
* Easy to Use Our Apps

**BE**

**7. BEHAVIOUR**

**RC**

**9. PROBLEM ROOT CAUSE**

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

* Customer need to report to us within 24 hour through Telecall and text message.
* Quickly Responsed.
* Customer Will Follow our Instructions.
* The Problems are solved within 24 hours.
* Customer service 24/7.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Identify strong TR & EM** | **3. TRIGGERS TR**   * Take the Vegetables to get a Energy with best life. | **10. YOUR SOLUTION SL** | 1. **CHANNELS of BEHAVIOUR CH**   **ONLINE**  Analysis of health and quality of life.  Analysis of determinates of risk behavior  **OFFLINE**  BMR  Physical Activity | **Extract online & ofﬂine CH of BE** |
| **4. EMOTIONS: BEFORE / AFTER EM**   * When you will Using this App you Get a best Experience in your life to good health |

