

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

- Children, Adolescents, and adults of all ages require physical activity to maintain good health
- Fitness and sports enthusiasts who are passionate about their fitness and health, who see their diet as an essential part of their well-being
- People living with chronic illness
- People with food allergies

6. CUSTOMER CONSTRAINTS

CC

- ability to keep track of the nutrient intake or to maintain a proper diet.
- Limited supervision.
- Limited information about the food and its nutritional facts
- ability to identify the nutritional values of the food
- Getting a personalized fitness recommendation is expensive
- Accuracy in nutritional information
- Not having a compatible device for image recognition

5. AVAILABLE SOLUTIONS

AS

- Personal training has been an integral part of the fitness industry for decades, with the use of AI, customers are offered personalized fitness recommendations at a much lesser price.
- Customers can get the nutrition of their food checked anytime unlike a nutritionist who cannot be available all the time.
- Nutrition facts aid consumers in making informed decisions. Consumers continue to demand to know the nutritional value that is in their food. It doesn't matter if they follow a ketogenic diet, gluten-free, or vegan, they want accurate information

Explore AS, differentiate

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

- Maintaining a proper diet plan in order to maintain health
- using cameras to take the picture of food to keep track of their food consumptions
- Customers must actively try to educate themselves. They need to check for the ingredients and lookout for things to avoid

9. PROBLEM ROOT CAUSE

RC

- Many people are unaware of what is in the foods that they consume
- Customers don't actively try to educate themselves. They need to check for the ingredients and lookout for things to avoid
- Lack of supervision
- Lack of detailed nutritional information
- Not getting a personalized fitness or nutrition tracking

7. BEHAVIOUR

BE

- **Directly related:** Customers must take a picture of the food by pointing a Smartphone camera at foods, then draw a bounding box and then food image recognition is activated for the given bounding box.
- **Indirectly associated:** Customers must follow the suggestions provided to ensure proper eating habits

Focus on J&P, tap into BE, understand

Focus on J&P, tap into BE, understand

3. TRIGGERS

TR

- Seeing others maintaining proper health and fitness
- Reading about the advantages of proper health
- Learning about the impacts an improper diet could lead to
- Self awareness through the articles available in the internet and social media platforms

4. EMOTIONS: BEFORE / AFTER

EM

BEFORE:

- Confused not knowing how to maintain a healthy diet or keeping track of it
- Confused about the quantity and quality
- Worried about the volume of intake and the ingredients
- Worried about the effects of the ingredients present in it

AFTER:

- Confident about the intake, quantity and be informed about the ingredients used so as to avoid those that might affect their health
- Untroubled since a personalized fitness tracking is being implemented

10. YOUR SOLUTION

SL

- This is a platform that provides real time information to its users about the nutrition and calorie intake.
- The app uses AI and image classification technology to identify the food correctly and accurately and also calculates the amount of calories just from the picture
- First a user point a Smartphone camera to foods, then a bounding box is drawn and then food image recognition is activated for the given bounding box. The top candidates for the bounding box are shown on the screen. If a user touches one of the candidate items, the food category name and the photo are recorded as a daily food record in the system.
- The app identifies food items then displays the user with the nutritional value that it would provide based on different characteristics like color, shape, texture etc. Artificial intelligence offers unparalleled opportunities of progress and applications in nutrition.

8. CHANNELS of BEHAVIOUR

CH

1. ONLINE

- Comparing the nutritional facts with sources available on the internet. And learn about the benefits of maintaining a proper diet with the help of platforms like social media

2. OFFLINE

- Customers must educate themselves regarding the information or suggestions produced and must try to follow them