

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b> <ul style="list-style-type: none"><li>People of all ages who want to monitor their calories intake.</li><li>People who want to lose weight in a healthy way</li><li>People who is passionate about fitness</li></ul>	<b>6.CUSTOMER CONSTRAINTS</b> <b>CC</b> <ul style="list-style-type: none"><li>Shortage of time due to work pressure.</li><li>Doesn't properly know the fat content in the food.</li><li>Not able to control cravings and eat up eating unhealthy food.</li></ul>	<b>5. AVAILABLE SOLUTION</b> <b>AS</b> <ul style="list-style-type: none"><li>Helps to Analyze real time images of meals and knowing about the nutritional content present in it can be easy.</li><li>Recommend Diet based on user's BMI</li><li>Suggest Exercise to lose weight and reduce the unwanted fat calorie added because of unhealthy food.</li></ul>	Define CS, fit into CC

Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE/PROBLEMS</b> <b>J&amp;P</b> <ul style="list-style-type: none"><li>To calculate calories and nutrients present in food.</li><li>Frustrated of being obese.</li><li>Health issues.</li></ul>	<b>9. PROBLEM ROOT CAUSE</b> <b>RC</b> <ul style="list-style-type: none"><li>Eating unhealthy food at late night.</li><li>More addiction towards fast food</li><li>People not knowledgeable about calorie intake and their maintenance calories.</li></ul>	<b>7. BEHAVIOUR</b> <b>BE</b> <ul style="list-style-type: none"><li>Provide healthy supplements diet plan.</li><li>Easy to lose weight.</li><li>Knowing about the calories present in the food before intake.</li></ul>	Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	<b>3. TRIGGERS</b> <b>TM</b> <ul style="list-style-type: none"><li>Instantly displays the nutritional content present in the food</li><li>Suggest some exercises if users take more amounts of calorie and fat added food.</li><li>BMI based food/diet plans will be provided for users</li></ul>	<b>10. YOUR SOLUTION</b> <b>SL</b> <ul style="list-style-type: none"><li>The solution is the user can know the nutritional content of the food they intake, by taking picture of the food and uploading it in the web app.</li><li>Claire's AI Driven Food Detection Model is used for getting accurate food identification and API's to give the nutritional value of the identified food.</li></ul>	<b>8. CHANNELS of BEHAVIOUR</b> <b>CH</b> <p><b>8.1</b></p> <p>Users can scan the food and get the nutrition value of the food they eat every day.</p> <p><b>8.2</b></p> <p>Users will be able to see past history of food they ate and graphs which provide information about nutrition intake.</p>	Identify strong TR & EM
	<b>4. EMOTIONS: BEFORE / AFTER</b> <b>EM</b> <p>Users feels happy while taking fast foods and more fat added foods but When they think about their fitness/body weight they feels de-motivated so we provide healthy foods for them.</p>			

