Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   `C`

Used by Patients who were suffering from Obesity and diabetes. People who are more conscious to stay fit by losing or gaining weight. Mostly used by all mainly by age group above 50.

6. CUSTOMER CONSTRAINTS   `CC`

1.Not able to control cravings and ending up in eating high calorie food.

2.Should take proper diet suggested at appropriate timing.

5. AVAILABLE SOLUTIONS   `AS`

Monitors the amount of calorie present in the food according to the customer's health by calculating BMI range of the user. Assistance will be provided by the Nutritionist or trainer.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEM   `J&P`

Calculates the calories based on the image provided by the user and further monitors the intake calorie percentage of them on daily basis.

9. PROBLEM ROOT CAUSE   `RC`

Consuming unhealthy fast food due to their busy schedule leading to heavy risk factors like heart disease, diabetes and mainly obesity.

7. BEHAVIOUR   `BE`

Discuss about their issues with Health expert. Asking health tips from friends and families. Getting opinion from the customers who are already used online nutrition application.

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

Identify

3. TRIGGERS `TR`

Due to society's point of view on them or by seeing people who stay fit and healthy by using online nutrition application

4. EMOTIONS: BEFORE / AFTER `EM`

Worried about their declining health due to health issues like obesity, diabetes etc. After having some nutritional guidance from the application, they may feel boosted about their health.

10. YOUR SOLUTION `SL`

- Identifying the nutritional content in the image of the food provided.

- Suggesting regular diet plans and calories to be taken per day.

- This will help the people to understand and determine whether to eat the particular food or not.

8.CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE

Accessing nutritional advices from the dieticians. Keep tracking fitness freaks in social media platform for getting some

8.2 OFFLINE

Consuming nutritious foods by undergoing regular body checkups, Also referring some books about nutrition.