

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids It's really a necessary thing to keep a very good picture of your customer. This includes both demographics and sociology datas	6. CUSTOMER CONSTRAINTS CC 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. The constraints are mostly the customer providing details such as If the image of their food if it is not clear enough then the results wont be of much accuracy	5. AVAILABLE SOLUTIONS AS 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 & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking This is obviously an easy go idea. Although the packed food comes with nutrition labels like calories level and nutrition contents displayed it can't be trusted it's still not very convenient for people to refer to App-based nutrient dashboard systems.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. The user's problems or obesity fear of getting health related issues like heart attack, diabetes, etc. This creates an unwanted ripple in their minds. They will get frustrated of not getting immediate result and difficult to do tedious work.	9. PROBLEM ROOT CAUSE RC 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. Uncontrolled food habits is the root cause and also user's unawareness among the effects. It is easy to fall in to a trap of eating unhealthy foods which is heavy in calories. Once the nutritional value is replaced by foods high in sugar, bad fats and salt it leads to various health issues so users need to control their daily calorie intake to lead a healthy lifestyle.	7. BEHAVIOUR BE 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) The behavioral changes in users reflect in their day-to-day lifeseach as they will maintain a proper diet and follow the daily routine in eating and intake of healthy food. So that it helps to improve their health.	
Identify strong TR & EM	3. TRIGGERS TR What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. Seeing others being flawless they keep wondering about what to do this mostly triggers them. Desire to live a healthy lifestyle By knowing this success story of people who achieved their goal. Bt seeing people who are fit and healthy	10. YOUR SOLUTION SL If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour. We help them by suggesting. By taking the picture of the food and uploading it in the app, The user can know what are all the nutrients present in the food. Clanfais AI-Driven food detection model is used for getting accurate identification of food and APIs to give the nutritional value of the identified food.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 The application provides a user friendly environment that enables users to interact through chatbot to canty their quenes and sa dashboard is displayed to know the activities. 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. They can suggest others . And for encouraging, Connecting all the users through offline meeting and giving some complimentary gifts Conducting offline session by nutrition expert	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design. They are scared of declining health, so they get motivated to ward eating healthy foods and move to healthy lifestyle.			



