Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

People want to lose weight,those who want to gain weight in healthy way. Everyone who feelsto stay fit and healthy by consuming nutritious food and following calorie conscious diet.

4. CUSTOMER   L

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.

1. Shortage of time due to work pressure

2. Not able to control cravings and end up eating unhealthy and high calorie foods.

7. AVAILABLE SOLUTIONS   L

Which solutions are available to the customers

or need to get the job done? What have they tried in the past? What pros & cons do the solutions have?

1. Personal diet tracking app which helps to maintain diet , high rich nutrition is predicted and delivering unrelated data.

2. Personal nutritionist or trainer to suggest correct schedule according to customerrequirement.

Explore AS, differentiate

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

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

1. To calculate calories and nutrients present.

2. Monitor customers calorie consumption in order to maintain diet

5. PROBLEM ROOT CAUSE   RC

What is the real reason that this

1. Due to shortage of time, preparation of healthy home food is replaced by consuming

unhealthy fast food.

2. Teenagers are addicted to fast food which leads to obesity

3. Many apps fails to display the accurate nutrition content in food

8. BEHAVIOUR   BE

i.e. directly related: find the right solar panel installer.

1. Eating healthy and low calorie foods.

2. Following diet plan and consuming nutritious foods.

3. Working out or taking up any sport involves physical activity

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

Identify

3. TRIGGERS TR

1. When people around us bully.
2. Peer pressure beauty standards, society point of view etc.,
3. When obesity and consumption of unhealthy foods leads to health issues

6. 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 ,matches customer behaviour

To develop an end-to-end web application which help the user to maintain the nutrition present in their body. And help the user to eat nutrition rich food. also allow to maintain diet. At the same time the user details is maintained.

9.CHANNELS of BEHAVIOUR CH

8.1 ONLINE
What kind of actions do customers take online?

- Upload photo of Food
- Nutrition content is predicted
- Maintain the nutrition present in it

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline

channels from #7 and use them for customer development.

- See the history of the foods taken
- See the nutrition table
- See the health of their body