

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

- 1. Gym Trainers
- 2. Sportsmen
- 3. Fitness Trackers

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.

- 1. Network Connection
- 2.Deviations from the diet
- 3. Straining of eyes

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

To anticipate dietary intake utilising nutrition analysis technologies in order to maintain their stability and health.

Explore AS, differentiate

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

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.

- 1. Irrelevant details
- 2. Wrong calculation of nutrition from given details

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.

- 1. Work pressure
- 2.They can't control their food habit
Angry
- 3.Tiredness

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)

- 1. Try to reach another app
- 2. Consulting doctors

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

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.

Learn about the app through friends, advertisements, or social media

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.

Before: Fear, Hopeless
After: Hopeful, Confident

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.

- 1. To calculate the person's calorie intake depending on several elements of their health.
- 2. To give them routine updates on the client's or individual's nutritional needs.
- 3. To offer the recommended daily intake of fruits and vegetables based on the model's anticipated calorie value.

8.CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

- 8.1 .Google advertisement though social media
- 8.2 .Ask friends or other previous users recommendation
- Suggestion from doctor

Identify strong TR & EM