

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>1. Gym Trainers</div><div>2. Sportsmen</div><div>3. Fitness Trackers</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><div>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.</div><div>1. Network Connection</div><div>2.Deviations from the diet</div><div>3. Straining of eyes</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div>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</div><div>To plan meals ahead of time using nutrition analysis technology in order to keep people stable and healthy.</div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>1. Irrelevant details</div><div>2. Inaccurate dietary calculations based on provided information</div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><div>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.</div><div>1. Work pressure</div><div>They lack control over their eating behaviour Angry</div><div>3.Tiredness</div></div>	<div>7. BEHAVIOUR<div>BE</div><div>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)</div><div>1. Try to reach another app</div><div>2. Consulting doctors</div></div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div>Learn about the app through friends, advertisements, or social media</div></div>	<div>10. YOUR SOLUTION<div>SL</div><div>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.</div><div>1. Estimate the person's caloric needs based on several aspects of their health.</div><div>2. To regularly inform them on the client's or person's nutritional requirements.</div><div>3. To provide the suggested daily consumption of fruits and vegetables based on the estimated calorie value from the model.</div></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div><div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div>8.1 .Google advertisement though social media</div><div>8.2 .Ask friends or other previous users recommendation</div><div>Suggestion from doctor</div></div>	Identify strong TR & EM