

Define CS, fit into CC	<b>1.CUSTOMER SEGMENT(S)</b> <b>CS</b>	<b>6. CUSTOMER CONSTRAINTS</b> <b>CC</b>	<b>5. AVAILABLE SOLUTIONS</b> <b>AS</b>	Explore AS, differentiate
	<ul style="list-style-type: none"> <li>Healthy Eaters</li> <li>Sports Persons</li> <li>Gym Trainers</li> </ul>	<ul style="list-style-type: none"> <li>Internet Facility</li> <li>Spending Time</li> </ul>	<p>To detect the nutrition based on fruits like Sugar, Fibre, Protein, Calories etc. to make the users conscious about their foods.</p>	

Focus on J&P, tap into	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <b>J&amp;P</b>	<b>9. PROBLEM ROOT CAUSE</b> <b>RC</b>	<b>7. BEHAVIOUR</b> <b>BE</b>	Focus on J&P, tap into
	<ul style="list-style-type: none"> <li>Incorrect Details</li> <li>Low quality image leads to wrong prediction of nutrients</li> </ul>	<ul style="list-style-type: none"> <li>Busy Schedule</li> <li>Laziness</li> </ul>	<ul style="list-style-type: none"> <li>Consulting Doctors</li> <li>Maintaining their own diet</li> </ul>	

Identify TR & strong EM	<b>3. TRIGGERS</b> <b>TR</b>	<b>10. YOUR SOLUTION</b>	<b>8.CHANNELS OF BEHAVIOUR</b>	Identify TR & strong EM
	<p>Through advertisements, neighbors or through social media</p>		<p>To track the health care plan of an individual. To track the calories in the food by uploading images. To suggests food based on their health conditions.</p>	

**4. EMOTIONS: BEFORE / AFTER**

Before: Unhealthy,  
Confused  
After: Healthy,  
Confident