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|------------------------|---|---|---|---------------------------|
| Define CS, fit into CC | <div>1. CUSTOMER SEGMENT(S)<br/>Who is your customer?<br/><br/>People who are concerned about health like fitness freaks etc. and the people in-charge of others health like nutritionist, pediatricians etc.</div>   | <div>6.CUSTOMER CONSTRAINTS<br/>What constraints prevent your customers from taking action or limit their choices of solutions?<br/>Unhealthy eating habits is a trend today. It is obvious for people to fall in that trap easily. To adapt healthy habits is a difficult one.</div> | <div>5. AVAILABLE SOLUTIONS<br/>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?<br/>What pros &amp; cons do these solutions have?<br/><br/>There are many solutions for getting fit. This application provides the nutrition chart for the food which helps the customers to consume right food.</div> | Explore AS, differentiate |
|                        | <div>2. JOBS-TO-BE-DONE / PROBLEMS<br/>Which jobs-to-be-done (or problems) do you address for your customers?<br/><br/>People who are concerned about health like fitness freaks etc. and the people in-charge of others health like nutritionist, pediatricians etc.</div> | <div>9.PROBLEM ROOT CAUSE<br/>What is the real reason that this problem exists? What is the back story behind the need to do this job?<br/>The entire world is today diagnosed with new diseases . It is important to control those with healthy eating habits.</div>                 | <div>7. BEHAVIOUR<br/>What does your customer do to address the problem and get the job done?<br/>The application displays the nutrition chart and the decision for consumption is left to the consumers. To eat healthy and unhealthy is on the consumers decision.</div>  |                           |

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|  | <b>4. EMOTIONS: BEFORE / AFTER</b><br><br><b>EM</b><br>How do customers feel when they face a problem or a job and afterwards?<br>Customers feel lazy and unfit due to unhealthy eating habits. But later that is not the case they feel fit and active. |  |  |  |