Define CS, fit into CC

Explore AS, differentiate

1. CUSTOMER SEGMENT(S) `CS`

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

- Sportsman
- Diabetics patients
- Children

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.

- Network Connection
- Customer Personal details

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 predict the consumption of nourishment in order to make them healthy and stable using nutrition analysis tools.

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

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.

- Irrelevant details
- 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.

- Work pressure
- They can't control their food habit Angry
- 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)

- Try to reach another app
- Consulting doctors

Identify strong TR & EM

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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.

Hear about app through advertisement, friends or through 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.

To determine the calorie consumption for the individual based on their health aspects .To provide them with regular remainder on nutrition requirement for the customer /individual. To provide the amount of consumption of vegetables and fruits based on the calorie value predicted using the model.

8. CHANNELS of BEHAVIOUR `CH`

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

- Google advertisement
- Through Social media

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

- Ask friends or other previous users recommendation
- Suggestion from doctor