

Define CS, fit into

Focus on J&P, tap into BE, understand

Identify strong TR & EM

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?

Consults on Nutrition

6. CUSTOMER

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.

Lack of knowledge on understanding everything and go beyond the calorie counting, scared on getting help from the resources on analyser, whether the premium amount for the analyzer is acceptable by the customer.

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

They can hire a personal Nutritionist. They can consult dietitians. They can use apps. There are many apps like My Fitness Pal, Chronometer, Life sum, etc..... which people resort to for good health.

Explore AS,

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.

Healthy diet plan, Quality control of food, Nutrition rich food recommendations, Different nutrition pattern exploration, Nutritional analysis, Classification of food based on its nutrients.

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.

Due to fast paced lifestyle, Availability of low quality and nutrition less food, Improper diet plan, Lack of health related awareness, Emotional eating, not following strict food timings.

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)

Consulting Doctors or Nutritionist , Enquiries about the food to be consumes, Refer articles such as Magazine, Newspaper , Watching Exercises and Yoga and do it , Searching in Websites etc.....

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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.

To maintain good health and to regulate their eating and good intake of foods.

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  
Depressed, Exhausted, Confused, Tense on body shape  
After:  
Confidence, delighted, encouraged, motivated, customer became mentally and physically fit.

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.

Food has the power to influence metabolism and health directly. If food is the reason, Nutrition is the result. Hence we should give high importance to proper nutrition. Our project "AI powered Nutrition Analyzer" helps people to get to know the nutrition content in their food and improve body health.

8. CHANNELS of BEHAVIOUR

CH

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

Referring Articles, Checking Websites related on nutrition, consulting nutritionist on Online, etc.....

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

Consulting Doctors, Enquiries about the food to be consumes, Eating Balanced food, Doing Exercises and Yoga etc.....

Extract online & offline CH of BE