

Define CS, fit into CC	1.CUSTOMER SEGMENT(S) CS People of all ages who are unhealthy because of their busy schedules and consumption of high-calorie foods.	6. CUSTOMER CONSTRAINTS CC The consumer must give a clear image to grasp the meal's nutrient composition. The application can't produce an accurate result if the image isn't clear. People may occasionally develop health concerns because of the recipes.	5. AVAILABLE SOLUTIONS AS Although the nutrition contents are included on food packaging, it's still not particularly convenient for individuals to use App-based nutrient dashboard systems.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P The fear of developing health conditions like diabetes, heart attacks and obesity are the user's problems. They get upset if they do not see results right away and find it challenging to complete tiresome tasks. They occasionally experience low self-confidence because of their appearance.	9. PROBLEM ROOT CAUSE RC It is simple to get drawn into the trap of consuming calorie-dense, unhealthy foods as there are various types of delicious food and junk food around. Users should limit their daily calorie consumption to lead a healthy lifestyle as foods with high nutritional content are replaced by those which are heavy in sugar, unhealthy fats, and salt, which in turn causes several health issues.	7. BEHAVIOUR BE People's changed behaviors are evident in their day-to-day activities, causing them to maintain a balanced diet, adhering to a regular eating schedule, and consuming more nutritious food. This enables them to enhance their health.	Focus on J&P, tap into BE, understand RC

<p>3. TRIGGERS TR</p> <p>Intention to lead a healthy lifestyle. By being aware of success stories of those who accomplished their objectives and by observing individuals who are sprightly and fit.</p>	<p>10. YOUR SOLUTION SL</p> <p>The solution is that, by taking a picture of the food and uploading it to the app, users may learn the nutritional value of the food they are consuming. The web app can be created by employing Clarifai's AI-Driven food recognition model and the Nutrition API to find out the nutritional content of the recognized food as well as suggest diets that support keeping a healthy lifestyle.</p>	<p>8.CHANNELS of BEHAVIOUR CH</p> <p>Online: Follow those who provide recipes for nutritious meal and the recommendations of fitness enthusiasts on social media.</p> <p>Offline: Observe the people around you who practice good eating and exercise practices.</p>
<p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>They fear that their health might deteriorate, which motivates them to adopt a healthy lifestyle and eat nutritious foods.</p>		