

Define CS, fit into CC	1.CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none">• Healthy Eaters• Sports Persons• Senior Citizens	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none">• Internet Facility• Spending Time	5. AVAILABLE SOLUTIONS AS <p>To detect the nutrition based on fruits like Sugar, Fibre, Protein, Calories,etc. to make the users conscious about their foods.</p>	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none">• Incorrect Details• Low quality image leads to wrong prediction of nutrients	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none">• Busy Schedule• Laziness	7. BEHAVIOUR BE <ul style="list-style-type: none">• Consulting Doctors• Maintaining their own diet	
Identify TR & strong EM	3. TRIGGERS TR <p>Through advertisements, neighbors or through social media</p> 4. EMOTIONS: BEFORE / AFTER <p>Before: Unhealthy, Confused After: Healthy, Confident</p>	10. YOUR SOLUTION <p>To track the health care plan of an individual. To track the calories in the food by uploading images. To suggest food based on their health conditions.</p>	8. CHANNELS OF BEHAVIOUR <p>ONLINE:</p> <ul style="list-style-type: none">• Through Social Media• Channel Advertisements <p>OFFLINE:</p> <ul style="list-style-type: none">• Suggests neighbors• Through pamphlets	Identify TR & strong EM