

Problem Solution Fit-AI Powered Nutrition Analyzer For Fitness Enthusiasts

1. CUSTOMER SEGMENT(S)

CS

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

- 👤 Healthy Eaters
- 👤 Sports Person
- 👤 Senior Citizens

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.

- 👤 Internet Facility
- 👤 Spending Time

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 note taking.

To detect the nutrition based on fruits like Sugar , Fibre , Protein , Calories , etc . to make the users conscious about their foods.

Explore AS , Differentiate

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.

- 👤 Incorrect Details
- 👤 Low quality image leads to wrong prediction of 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.

- 👤 Busy Schedule
- 👤 Laziness

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
- 👤 Maintaining their own diet

Focus on J&P, Tap Info

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.

Through advertisements, neighbors 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: Unhealthy ,Confused  
After: Healthy , Confident

10. YOUR SOLUTION

SL

What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behavior, use Triggers, Channels & Emotions for marketing and communication.

To track the health care plan of an Individual . To track the calories in the food by uploading images . To suggests food based on their health conditions.

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 behavior.

8.1 ONLINE CHANNELS

CH

What kind of actions do customers take online?  
Extract online channels from box #7 Behavior

ONLINE:  
Through Social Media  
Channel Advertisements

8.2 OFFLINE CHANNELS

CH

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

OFFLINE:  
Suggests neighbors  
Through pamphlets

Identify TR & Strong EM