

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Obese people Malnourished person Fitness fanatic 	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> <ul style="list-style-type: none"> Fixed Schedules and Fancy Gym Memberships Insufficiency of Professional Training Dietician consultation is costly 	5. AVAILABLE SOLUTIONS AS <small>PROS & CONS</small> <p>Make use of online resources to collect nutritional information about individual ingredients</p> <ul style="list-style-type: none"> Pros: Eliminate excess calorie intake Cons: Time consuming and inaccurate 	Explore AS, differentiate
	2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> <ul style="list-style-type: none"> Rate of increasing obesity Malnutrition Inferiority complex about appearance Increasing health risks like diabetes, high/low blood pressure, cardiac arrest 	9. PROBLEM ROOT / CAUSE RC <ul style="list-style-type: none"> Consumption of high calorie foods. Poor quality of diet plan Not maintaining correct BMI Health risks are mainly caused due to insufficient knowledge about nutrition. 	7. BEHAVIOR BE <small>+ ITS INTENSITY</small> <p>Directly related: Altering proportions of certain food groups by searching for low fat diet plans, low carbohydrate diet plans</p> <p>Indirectly related: Adequate water consumption, medical surgeries</p>	
Identify strong TR & EM	3. TRIGGERS TO ACT TR <ul style="list-style-type: none"> Envious about healthy neighbours Need for accurate results Body shaming 	10. YOUR SOLUTION SL <p>A web application that automatically estimates food attributes such as ingredients and nutritional value by classifying the input image of the meal provided, so that the user will know about the nutritional information of the meal which they consume.</p>	8. CHANNELS of BEHAVIOR CH <p>ONLINE</p> <p>The customer will search directly for the nutritional information</p>	Extract online & offline CH of BE
	4. EMOTIONS EM <small>BEFORE / AFTER</small> <p>No adequate knowledge about healthy foods > Gain knowledge about healthy diet</p>		<p>OFFLINE</p> <p>They tend to consult dietician, or nutritionist or can gain information from the community.</p>	