Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

This Application is suitable for all age groups, who are not much aware about their health conditions due to intake of junk foods, high calorie food and busy schedule of their own work.

6. CUSTOMER CONSTRAINTS: `CC`

The user should provide a clear image for knowing the nutrition content about the food. The app can't provide accurate result if the image is not clear. In some cases, the recipes may be allergic to their health.

5. AVAILABLE SOLUTIONS `AS`

Although the food packaging comes with nutrition and calorie labels, it's still not convenient for people to analyse themselves what

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2.JOBS-TO-BE-DONE PROBLEMS `J&P`

The main problem of user is obesity, fear of getting health related issues. The people got frustrated of not getting immediate results. They find difficult to find the nutritional value of the food.

9. PROBLEM ROOT CAUSE `RC`

It is easy to fall into a trap of eating unhealthy foods which is heavy in calories. Once the nutritional value is replaced by foods high in sugar, bad fats and salt it leads to various health issues so users need to control their daily calorie intake to lead a healthy lifestyle.

7. BEHAVIOUR `BE`

The behavioral changes in users reflect in their day-to-day life such as they will maintain a proper diet and follow the daily routine in eating and intake of healthy food. So, that it helps them to improve their health.

Focus on J&P, tap into BE, understand RC

Identify

3. TRIGGERS `TR`

The desire to lead a healthy life style. Got inspired by the success story of people who achieved their goal. By seeing people who are fit and healthy.

4. EMOTIONS: BEFORE / AFTER `EM`

They scared of declining health, so they get motivated towards eating healthy foods and move to healthy lifestyle.

10. YOUR SOLUTION `SL`

The Solution is the user can know the nutritional content of the food they are intaking, by capturing the picture of the food and uploading it in the app. Clarifai's AI-Driven food Detection Model is used for getting accurate food identification and API's to give the nutritional value of the identified food.

8. CHANNELS of BEHAVIOUR `CH`
ONLINE

The application provides a user-friendly environment that enables users to interact through chatbot to clarify their queries and adashboard is displayed to know the activities

OFFLINE:

Connecting all the users through offline meeting and giving some complimentary gifts. Conducting offline session by nutrition expert.