1. CUSTOMER SEGMENT(S)   CS

Who is your customer?

Adults who wished to lead a healthy life by maintaining sugar, cholesterol, etc..

Adults who would like to check their calorie intake for healthy weight gain and loss

6. CUSTOMER   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.

He/she may not be consistent on following diets and may have regular cheat days.

He/she might be stressful and lazy for not being consistent

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 notetaking

Customers have the nutritional tracker in the phone so they no need to carry a diet chart

Able to find nutrition and calories in food easily and able to follow diets easily

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.

To calculate calories and nutrients present.

Problem in following nutrition proper diet due to modern and stressful lifestyle.

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.

Many people are addicted to fast food which leads to obesity.

Due to the Ignorant lifestyle today and Stressful jobs people have no time to take care of their physical health.

People not having enough Awareness on Junk food and their maintenance healthy calorie intake.

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)

Easy to maintain their health.

Eating healthy, low-calorie foods for obese and healthy, high-calorie foods for skinny people.

Following diet plan and consuming nutritious foods.

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

3. TRIGGERS   TR

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

- When people around us bully. embarrassed of being obese or skinny, society's point of view etc.,
- Don't want to be Diffident and unhealthy anymore.

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: Unfit, Depressed, not confident enough, I'm obese, I'm skinny, I'm Fat, Unhealthy.

After: Feeling Confident, Healthy, more active, more energy,

TR   10. YOUR SOLUTION   SL

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

Fit, Motivated.

8. CHANNELS of BEHAVIOUR   CH

ONLINE

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

People search for recipes according to their calorie intake

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

APP can provide suggestions on their calorie intake based on their BMI

Our aim is to provide a fitness and healthy life to our customers

Extract online & offline CH of BE

Identify strong TR & EM

OFFLINE

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

Intake of a balanced diet, Doing exercises, able to see the calorie intake graph

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