

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS People who are highly careless about eating healthy food for their health condition and who wish to balance the nutritional content of their daily consumption.	6. CUSTOMER The user must upload a clear photo of the food, which can be a menu item from a restaurant that provides a clear context for the food picture or the picture they took when they received the food, in order to have the nutrition content of the food image posted.	5. AVAILABLE SOLUTIONS AS Although food packaging includes nutrition (and calorie) labels, customers still find it difficult to accept or believe them. Making a nutrition helper application is therefore preferable.	Explore AS, differentiate

Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P Obesity and the user's anxiety about developing health-related problems are his or her problems. If they don't see results right away, they'll get impatient and find it difficult to finish laborious chores. They lack confidence as a result of their appearance.	9. PROBLEM ROOT CAUSE RC Nowadays, eating unhealthy food, such as fast food, is common. Fast food is frequently consumed by people for reasons other than their health.	7. BEHAVIOUR BE Everybody has the long-term objective of living a healthy life. One must maintain a daily pattern of a balanced diet that includes all nutrition in order to achieve them.	Focus on J&P, tap into BE, understand RC

Identifying Strong TR	3. TRIGGERS TR People who practise healthy eating habits tend to be successful and fit.	10. YOUR SOLUTION SL The user must upload the food image first, after which the meal's calories and nutritional information will be presented. User activities are also recorded for future use.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE From the website, customers can get the nutrition level of the food. 8.2 OFFLINE Conducting offline awareness program for healthy life standard.	Identifying Strong TR
	4. EMOTIONS: BEFORE / AFTER EM They will take good care of their bodies by eating healthy foods because they are afraid of becoming obese and because their physical condition makes them feel insecure.			