Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

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

- Everyone needs to exercise regularly in order to preserve good health, including kids and the elderly.
- Fitness enthusiasts who are deeply committed to their health and who regard nutrition as a crucial component of that health.
- people with chronic and infectious diseases

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.

- lacking in a number of ways.
- The nutritional facts and availability data for the food are insufficient.
- lacking a reliable tool for routinely monitoring their diet
- You must spend extra money in order to receive a customized health advise.

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

- with artificial intelligence's assistance.Customers may get personalized fitness advice for a lot less money than they did previously.
- For decades, development has been the fitness industry's comic book.
- Customers can always get nutritious advice on food, in contrast to designs that are ritzy and always stable.

Explore AS, differentiate

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

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

- People must actively work on sustaining themselves.
- They must inspect the components and keep an eye out for anything to avoid
- allow people to make a healthy meal to achieve perfection.

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.

- Consumers actively seek out self-education They must inspect the parts and keep an eye out for things to avoid.
- receiving neither nutritional guidance nor looters.
- Most people are unaware of the ingredients of the meals they consume.

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)

- Customers must take a picture of the meal using their smartphones, draw a frame around it, and then place the food image inside of it.
- Consumers must adhere to the advice given in order to develop positive habits.

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

Identify strong TR & EM

3. TRIGGERS `TR`

Examining the potential impacts of Out Jung articles from the web and on social media to become aware of me while being in excellent physical and mental health.

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: Unsure of how to maintain or keep better track of a nutritious. Concern about the chemicals' quantity, purity, composition, dosage, and possible effects

AFTER: Aware of consumption, quantity, and ingredients used in order to steer clear of those that might be harmful to their health.

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 behaviour.

Users of this software have access to real-time data about their calorie and nutrient intake.
To accurately identify the meal and determine the number of calories depending on the meal, the software uses artificial intelligence (A1) and picture categorization technologies.

Before taking a picture and turning on food imaging for that region with a smartphone camera, the user must first point the device at food.
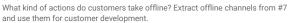The leading contenders for the frame are shown on the screen.
The name of the food group and are entered into the daily meal log when the user taps one of the potential items.
Based on factors like color, shape, and other characteristics, the computer identifies items and then displays their nutritional information to the user.
Artificial intelligence offers unmatched opportunities for development and utilization.

8. CHANNELS of BEHAVIOUR `CH`

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

Against ONLINE: The nutritional data versus online sources.
Additionally, you can educate yourself about the benefits of a healthy diet through platforms like social media.

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

Consumers should familiarize themselves with the tips or recommendations before making a purchase and try to heed them.

Identify strong TR & EM