

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p><p>People who want to make their body fit and maintain a balanced healthy life with the sustained nutrients.</p></div>	<div>6. CUSTOMER CONSTRAINTS<div></div><p>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.</p><p>Constraints may contribute his choices towards the junk foods which are not good for health. It is mostly seen in the modern countries</p></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><p>Which solutions are available to the customers when they face the problem</p><p>or need to get the job done? What have they tried in the past? What pros &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</p><ul style="list-style-type: none"><li>Eats lot of fruit and vegetables</li><li>Cut down on saturated fat and sugar</li><li>Get active and be a healthy weight</li><li>Reduce intake of harmful facts</li></ul></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div><p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p><p>The person who has completed his or her academics in the nutrition called as dietitian or nutrition educator will look the user problems.</p></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><p>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.</p><ul style="list-style-type: none"><li>They suffer from hypertension cancer</li><li>Protein energy malnutrition</li><li>Maternal nutritional anemia</li></ul></div>	<div>7. BEHAVIOUR<div>BE</div><p>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)</p><p>Total of all planned, instantly and habitual actions or social groups to prepare or follow or proceed and consume food.</p></div>	
Focus on J&P, tap into BE, understand	<div>3. TRIGGERS<div>TR</div><p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news</p><p>The chemical susbstance like tablets which are harmful to body and those act as antiagents in our body and affect our immune system..</p></div>	<div>10. YOUR SOLUTION<div>SL</div><p>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</p><ul style="list-style-type: none"><li>Here our model provide good nutritional idea to be fit</li><li>Have a safety health with relaxation mind</li><li>Don't be stressed with more oscillations</li></ul></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div>8.1 ONLINE</div><p>What kind of actions do customers take online? Extract online channels from #7</p><p>Refer through advertisements and online advertisements and attending medical camp Of how to be healthy</p><div>8.2 OFFLINE</div><p>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p><p>Taking Proteins vitamins and minerals though some sea foods and others and doing daily exercise or activity.</p></div>	Focus on J&P, tap into BE, understand
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><p>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</p><p>Before: They feel so depressed and have dilemma in taking correct intake and they need doctor to take him.</p><p>After: Now they feel completely satisfied with their nutrition and have greater confidence.</p></div>			
Identify strong TR & EM		Extract online or offline CH of BE		

