

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>People who are insecure about their unhealthy lifestyle due to their busy day-to-day schedules.</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>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.</div><div>For the purpose of understanding the nutrient content of the food, the consumer must provide a clear image of the food they are gonna eat. If the image isn't clear enough the application couldn't give an accurate result.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>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</div><div>Although nutrition and calorie labels are included on food package, it's still no particularly convenient for individuals to use app based nutrient dashboard systems.</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>People's insecurity about their unhealthy lifestyle causes anxiety. They become angry because they don't see the results right away during the early stages of their healthy lifestyle by eating nutritious foods.</div></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>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.</div><div>Users must limit their daily calorie consumption in order to lead a healthy lifestyle since unhealthy foods cause numerous health problems.</div></div>	<div><div>7. BEHAVIOUR</div><div>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)</div><div>Users' altered behaviours are reflected in their day-to-day life by maintaining the nutritious diet provided by the application.</div></div>	
Focus on J&P, tap into BE, understand RC	<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e., seeing their neighbor installing solar panels, reading about a more efficient solution in the news.</div><div>By seeing the other people succeeded in having a healthy lifestyle and enjoying their good life.</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>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.</div><div>By taking a picture of the food and uploading it in the application, people can find the calories the food has they eat.</div></div>	<div><div>8. CHANNELS of BEHAVIOUR<div>CH</div></div><div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div><div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div>ONLINE: The application offers a friendly UI that enables users to communicate with chatbots to clarify their queries.</div><div>OFFLINE: Nutritionist conducting offline session.</div></div>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>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.</div><div>They fear deteriorating healthy, which motivates them to adopt a healthy lifestyle and eat wholesome foods.</div></div>			
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