Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

All age group people who are careless about their health due to their busy schedule and intake of high-calorie diet.

6. CUSTOMER CONSTRAINTS: `C`

The customer should provide a clear image for knowing the nutrition content about the food. The app can't provide accurate result if the image is not clear. In some cases, the recipes may be allergic to their health.

5. AVAILABLE SOLUTIONS: `AS`

Although the food packaging comes with nutrition (and calorie) labels, it's still not very convenient for people to refer to App -based nutrient dashboard systems.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS: `J&P`

The problem and pains of the user are obesity, fear of getting health related issues. They will get frustrated of not getting immediate result and difficult to do tedious work. Lack of confidence due to appearance.

9. PROBLEM ROOT CAUSE: `RC`

It is easy to fall into a trap of eating unhealthy foods which is heavy in calories. Once the nutritional value is replaced by foods high in sugar, bad fats and salt it leads to various health issues so users need to control their daily calorie intake to lead a healthy lifestyle.

7. BEHAVIOUR: `BE`

The behavioral changes in users reflect in their day - to-day life such as they will maintain a proper diet and follow the daily routine in eating and intake of healthy food. So, that it helps them to improve their health.

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

3. TRIGGERS:

TR

Desire to live a healthy lifestyle. By

knowing the success story of people who achieved their goal. By seeing people who are fit and healthy.

4. EMOTIONS: BEFORE / AFTER

EM

They scared of declining health, so they get motivated towards eating healthy foods and move to healthy lifestyle.

10. YOUR SOLUTION:

SL

The solution is user can know the nutritional content of the food they are intaking, by taking picture of the food and uploading it in the app. Clarifai's AI-Driven Food Detection Model is used for getting accurate food identification and APIs to give the nutritional value of the identified food

8.CHANNELS of BEHAVIOUR:

CH

ONLINE:

The application provides a user-friendly environment that enables users to interact through chatbot to clarify their queries and a dashboard is displayed to know the activities

OFFLINE:
Connecting all the users through offline meeting and giving some complimentary gifts. Conducting offline session by nutrition expert.