


Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)</div><div>CS</div><p>Who is your customer? i.e. working parents of 0-5 y.o.</p><p>Fitness Enthusiasts who wants to maintain their health and</p><p>Wants to know about Nutrition content information about their</p><p>Food</p></div>	<div><div>6. CUSTOMER CONSTRAINTS</div><div>CC</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>Lack of vaccurate Information about nutrition value of food</p><p>Only thinking about leading a healthy life without putting any</p><p>Efforts</p></div>	<div><div>5. AVAILABLE SOLUTIONS</div><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 & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</p><p>Existing solution : Physical exercise, yoga ,Aerobic</p></div>	Explore AS, differentiat
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>J&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>Users dose not aware about the nutrition content</p><p>Present in the food. This system need to provide all</p><p>Details about the food.</p></div>	<div><div>9. PROBLEM ROOT CAUSE</div><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><p>Due to fast paced l lifestyle, availability of fast</p><p>Food and less nutrition food, improper diet, lack</p><p>Of health related awesome are the root causes</p><p>For the problem</p></div>	<div><div>7. BEHAVIOUR</div><div>BE</div><p>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)</p><p>Users will aware of the details or information</p><p>About the nutrition content present in the</p><p>Food, this may leads to unhealthy diet.</p><p>This systser will provide all nutritional information</p><p>About the food it will help them to follow proper diet</p></div>	
Focus on J&P, tap into BE, understand RC		Focus on J&P, tap into BE, understand RC		

Identify strong TR & EM	<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>To maintain good health and to regulate their eating habits</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.</p><p>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><p>Creating a system which can take image as an input from the user and it will provide nutrition content details , and also this system will monitor health of the users</p></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><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>Online: referring books, journals , checking websites related to nutrition , attending some online session regarding health care</p><p>offline: working out regularly , maintaining regular diet as per the prescribed schedule</p></div>	Identify strong TR & EM

	<div data-bbox="152 65 454 92">4. EMOTIONS: BEFORE / AFTER</div> <div data-bbox="721 60 761 92"></div> <div data-bbox="152 98 777 140"><p>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.</p></div> <div data-bbox="152 159 600 180"><p>Before: depressed,Exhausted , Confused , tense on body shape</p></div> <div data-bbox="152 201 638 242"><p>After:: Confidence ,delighted , encouraged , and becomes physically and mentally fit</p></div>			
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