

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? The person above 18 years old CS	6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices The most common constraint is thinking the money that payable for for every month to remove the plan (spending power, budget, no cash, network connectivity, available devices.) CC	5. AVAILABLE SOLUTIONS Which solutions are available to the customers when they face the problem AS The most common method is uploading the image and getting the nutrition details. The gain in the process is getting nutrition detail in fingertip. The disadvantage is doubting on nutrition content value	Explore AS, differentiate

Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS If the customer is old man then getting the technology makes him fear Having a low quality camera to upload the picture J&P	9. PROBLEM ROOT CAUSE The real problem is in today's world is not getting enough nutrition food instead they take the fast foods which contain more fat and less nutrition value so it causes many health related problems like obesity, malnutrition, diabetes, BP RC	7. BEHAVIOR Customers spend free time on volunteering work (i.e. Greenpeace) BE	Focus on J&P, tap into BE, understand RC

3. TRIGGERS Their inner feeling of not following the proper nutrition they like to know how many nutrition they take on daily to lead a healthy life Facing some health issue of not taking a nutrition food TR	10. YOUR SOLUTION On previous days the processing may take time to upload the nutrition content. so now we took AI and train them with good dataset to get a proper result in less time SL	8. CHANNELS of BEHAVIOR 8.1 ONLINE promoting ads to know the customer about our project existence 8.2 OFFLINE planning some camps to promote and help to create the caution about nutrition CH
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	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>they are insecure on first sharing the information about the food they take but on after following the nutrition they feel good about following a good nutrition values on daily basis</div>		
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