

Define CS, fit into CC	1. CUSTOMER SEGMENTS(S) CS	6. CUSTOMER CONSTRAINTS CC	5. AVAILABLE SOLUTIONS AS	Explore AS, differentiate
	<p>Fitness enthusiasts Health conscious people</p> <p>Caters to teens, young adults, middle-aged and senior adults as well.</p>	<p>Application should be widely available and accessible on a wide range of devices.</p> <p>Users should be motivated sufficiently to use the app on the daily basis.</p> <p>Users with a fast – paced lifestyle may not find time to manually log their calorie intake.</p>	<p>Fitness tracking apps Healthify Me, Fittr, etc.</p> <p>Available solutions allow users to keep track of calorie consumption.</p> <p>However, this requires manual input which is tedious and time-consuming and leads to users churning.</p>	

Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P	9. PROBLEM ROOT CAUSE RC	7. BEHAVIOUR BE	Focus on J&P, tap into BE, understand RC
	<p>Automate the process of identifying and adding food items using pictures as input.</p> <p>Maintaining calorie count of a particular user and reminding them to keep track of the food they consume.</p> <p>Most users lack the motivation to manually track their calorie intake. This can be solved by providing incentives like in-app achievements and ability to compete with their friends.</p>	<p>Modern fast-paced lifestyles cause people to consume unhealthy fast food on the go instead of taking time to prepare healthy home-cooked meals.</p> <p>Lack of knowledge about the required nutrients for the healthy sustenance of the body.</p> <p>Increase in obesity and other associated health issues.</p>	<p>User looks for a simple, on-the-go application to easily track, maintain and monitor the amount of calories they consume.</p> <p>User also looks to the application for motivation and daily reminders in the off chance that they forget to track their daily intake.</p> <p>User would like to receive recommendations and suggestions for exercise and fitness regimen to complement their diet.</p>	

Define CS, fit into CL	3. TRIGGERS TR <p>Social media personalities peer pressure, medical advice to track, maintain and regulate calorie intake</p>	10. YOUR SOLUTION SL <p>A widely available web application that can help the user to easily keep track of their calorie consumption.</p> <p>Automate the tedious process of manually adding calories by using AI to recognize different types of food from pictures.</p> <p>The goal is to make calorie tracking as painless and intuitive as possible.</p>	8. CHANNELS of BEHAVIOR CH <p>8.1 ONLINE CHANNELS</p> <p>Track food habits and proceed to make improvements to their eating habits.</p> <p>Share their progress and compete with their friends online.</p>	EXPLORE AS DIFFERENTIATE
	4. EMOTIONS: BEFORE / AFTER EM <p>Users feel lost and do not know where to begin their fitness journey. Lack of peers and proper guidance.</p> <p>Increased confidence and self-esteem. Healthy diet leads to a better lifestyle and a positive outlook on life.</p> <p>Commitment to long-term goals and satisfaction with seeing it through.</p>		<p>8.2 OFFLINE CHANNELS</p> <p>Make health choices and be actively aware of their calorie consumption.</p> <p>Be proactive during the day and take definitive steps toward a healthier lifestyle.</p>	