

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?  
i.e. working parents of 0-5 y.o. kids

People who want to fit their body and maintain proper or balanced diet in a proper way

6. CUSTOMER CONSTRAINTS

CC

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.

Constraints may contribute to the unhealthy food choices observed among low socioeconomic groups in industrialized countries.

5. AVAILABLE SOLUTIONS

AS

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

- Try to eat more protein and fat and less simple sugars
- Ask your doctor or dietitian about nutritional supplements.
- Avoid non nutritutions beverages.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Being a holistic wetness coach ,registered dietitian nutritionist ,Food scientist ,nutrition educator are the job can successfully done in this field

9. PROBLEM ROOT CAUSE

RC

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.

- Lack of appetite or decreased hunger
- A sore mouth or throast can make eating difficult
- Undiet plan in untine eating

7. BEHAVIOUR

BE

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)

- The sum of all planed , spontaneous, or habitual actions of individualsnor social groups to procure prepare and consume food as well as those actions related to storage and clearance.

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

Identify strong TR & EM

Antigens are substances that the body labes as foreign and harmful ,which triggers immune cell activity.

4. EMOTIONS: BEFORE / AFTER

EM

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.

Before : Initially they with inferiority complex by their own.  
After : After they correct session they had a great confidence among themselves.

If you are working on a new business proposition, then keep it to mind when you fill this canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

- In our plateform we provide a individual healthy chart for subscribers
- Normally common health diet plan was allocated
- Seek your on organic side and stay healthy

Refer journal through online applications, attending some online sessions ,following healthy remedies

OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development.

Taking proteins ,visit gym doing aerobic exercise ,consume huge water.

Identify strong TR & EM