1.   CUSTOMER SEGMENT(S)   `CS`

Traveller who travels various countries, patients who are all affected by certain food allergies and obesity

6. CUSTOMER CONSTRAINTS   `CC`

Network connection, available devices, Picture clarity

5. AVAILABLE SOLUTIONS   `AS`

Image which was already taken to simply snap a food item and get the nutritional information of your meal

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Focus on J&P, tap i

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

Traveller who trying to know the food details and nutrition before intake to keep the healthy diet plan, to identify wheather his food contain allergic ingriedient instantly

9. PROBLEM ROOT CAUSE   `RC`

Customers have to do it because they want to overcome obesity, it helps to burn calories to maintain their fitness

7. BEHAVIOUR   `BE`

They search for a good nutritionist and doctor to maintain their health

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3. TRIGGERS   `TR`

Seeing their neighbour , relatives, friends reducing their weight, reading about a more efficient solution in the social media.

4. EMOTIONS: BEFORE / AFTER   `EM`

Before: Feel inferior because of over weight, anxious about if their recipe contain allergic ingredient
After: Feeling healthy, confident, overcome fear of allergic food, overcome obesity

10. YOUR SOLUTION   `SL`

This project aims at building a web application that automatically estimates food attributes such as ingredients and nutritional value by classifying the input image of food for giving nutritional value to the identified food

8. CHANNELS Of BEHAVIOUR   `CH`

8.1 ONLINE
It is easy to access , highly available ,visually appealing and can get their details instantly.

8.2 OFFLINE
They need to spend lot of their time and money to consult a nutritionist as well as go for a gym.