

Define CS, fit into CC

## 1. CUSTOMER SEGMENT(S)

CS

Who is your customers?  
Fitness Enthusiasts & Corplent

## 6. CUSTOMER

CC

Customer choices are limited to only fruits and vegetables .

## 5. AVAILABLE SOLUTIONS

AS

Manual Research  
Word-Of-Mouth Advice  
Self learning

Explore AS, differentiate

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

## 2. JOBS-TO-BE-DONE / PROBLEMS:

J&P

Nutritional analysis is the process of determining the nutritional content of food. It is a vital part of analytical chemistry that provides information about the chemical composition, processing, quality control and contamination of food.

## 9. PROBLEM ROOT CAUSE

RC

Food is essential for human life and has been the concern of many healthcare conventions. Even though Fitness Enthusiasts wants to maintain a healthy diet. But they can't Track nutrition of every food on their own.

## 7. BEHAVIOUR

BE

Users can capture the image of different fruits and then the image will be sent the trained model. The model analyses the image and detect the nutrition based on the fruits like (Sugar, Fibre, Protein, Calories, etc.).

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

Identify strong TR & EM

## 3. TRIGGERS

TR

Fitness Enthusiasts can't Track nutrition of every food on their own.

## 4. EMOTIONS: BEFORE / AFTER

EM

BEFORE: Frustration, Because Users can't research each and every food item on their own.  
AFTER: Satisfaction, Because They can use our application to do that.

## 10. YOUR SOLUTION

SL

Using A.I. to implement a system that tracks nutritional values of fruits specifically from a visual input.

## 8. CHANNELS of BEHAVIOUR

CH

ONLINE: Users can capture the image of different fruits and then the image will be sent the trained model.

OFFLINE: Fitness Enthusiasts can use this to maintain a healthy diet.

Extract online & offline CH of BE