

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>Who is your customer? i.e Employee , Sports person , Children, Diabetic patient ,etc..</p></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><p>What constraints prevent your customers from taking action or limit their choices of solutions? i.e daily live workouts with coaches and trackers for sleep, smoking , walking , running and drinking water.</p></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><p>Avoid non nutritious beverages such as black coffee and tea ; instead choose milk and juices , try to eat more protein and fat, and less simple sugars.</p></div>	Focus on J&P , tap into BE, understand RC
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div></div><p>Which jobs-to-be-done (or problems) do you address for your customers? Not able to maintain ,health ,diabetic patient are eat sweets,inappropriate diet , mental problems.</p></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><p>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 the work pressure and tiredness,they cannot control food habits , food was not tasty for children.</p></div>	<div>7. BEHAVIOUR<div>BE</div><p>Nutritional behavior is the sum of all planned, spontaneous ,or habitual actions of individuals or social groups to procure, prepare and consume food as well as those actions related to storage . i.e getting proper exercise and practicing good sleep hygiene.</p></div>	

<div>3. TRIGGERS<div>TR</div><p>Food triggers are foods that cause already existing stomach issues to worsen.such as irritable bowel syndrome(IBS),have food triggers.</p></div>	<div>10. YOUR SOLUTION<div>SL</div><p>The nature of the problem being addressed and the rational for scaling up to address it more effectively/comprehensively were usually not described. Ultimate goal of the scaling process was more often implied than made explicit.</p></div>	<div>8. CHANNELS OF BEHAVIOUR<div>CH</div><p>8.1 OFFLINE It's the frontline interaction between your brand and the real world,it helps to establish trust.which includes direct mail,flyers,local event and team sponsorship. 8.2 ONLINE Online ,or digital ,marketing is virtual .the interaction happens on the internet your website ,a social media site or a search engine.</p></div>
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