

Define CS, fit into CL

1. CUSTOMER SEGMENT(S)

CS

- Fitness freaks
- Obesity reduction
- Weight gain /loss aspirants
- Medical & nutrition students
- Sports persons
- Modeling candidates and other limelight personas
- Service oriented officials . Ex: Rookies,etc.
- Nutrient deficient patients & diseased victims
- Maternity
- Senior citizens /

6. CUSTOMER LIMITATIONS

CL

EG. BUDGET, DEVICES

- Camera necessity
- Internet connection
- Smart phone

5. AVAILABLE SOLUTIONS

AS

PLUSES & MINUSES

- Taking Die
- Doing Excersize
- Consult a Doctor (Cause more Money)

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS + ITS FREQUENCY

PR

<ul style="list-style-type: none">Diet consistency(1)	Everyday
<ul style="list-style-type: none">Workout tracking(2)	Everyday/ Every 2 days
<ul style="list-style-type: none">Sleep schedule tracking(3)	Depends upon the targeted user
<ul style="list-style-type: none">Finger-tip consultation(4)	Depends on intake
<ul style="list-style-type: none">Nutrient supplementary(5)	Once a week

9. PROBLEM ROOT / CAUSE

RC

- People Thinks that Being Fit is a Hard Process
- Laziness towards Fitness
- Lack of Knowledge about their Deficiencies

7. BEHAVIOR + ITS INTENSITY

BE

- Joining Gym
- Consume Medicines by their own knowledge(Without Doctor Prescription)
- Spending More Money on Fitness Workout Machines, etc.,

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TO ACT

TR

- Attractive catchy notifications & remainders(1,2)
- Daily motivation(1)
- User based ADs and Promotions(4)
- Recommendations through professionals (2)
- Scientific and factual analysis (5)

4. EMOTIONS

EM

BEFORE / AFTER

Before

- Insecurities
- Self doubt

After

- Feeling confident
- Adaption to enriched lifestyle

10. YOUR SOLUTION

SL

Existing Solution:

There are some apps in the Market that provide services such as calorie tracking and advice on nutrition and fitness.

Proposed Solution:

We provide

- We Show the exact Nutrition content on a user needed Fruit by taking a picture of it
- Diet Chart
- Health Care Tips
- Medicine Reminders
- Chat box(for Further Clarification)
- Scientific Name of Fruit
- More details about the user needed Fruits (Ex: Seasonal date of the fruit, etc...)

8. CHANNELS of BEHAVIOR

CH

ONLINE

- Watching Workout Related Videos on Internet(Ex: YouTube, etc...)
- Try to find a solution for thier Problems or Deficiencies on Internet
- Purchasing a Workout Machine by Watching some random ADs on Internet

OFFLINE

- Consulting a Doctor
- Join the Gym
- Consulting a Fitness Trainer

Extract online & offline CH of BE

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