

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

2. JOBS-TO-BE-DONE / PROBLEMS

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

When it comes to nutrition, most of the food tracking is self-reported, rather than automated. As a result, users

J&P

9. PROBLEM ROOT CAUSE

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.

The main reasons for the problem exists is laziness and they don't know how to manage time for maintain healthy lifestyle.

RC

7. BEHAVIOUR

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)

Consulting Dietitians , they treat a range of health conditions. They understand how nutrition affects the body and will give

BE

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can  
easily  
underestimate caloric  
intake and  
portions.  
Inaccuracy of  
nutritional  
facts and the  
number of  
calories and  
their  
breakdown

you expect  
nutrition and  
dietary advice.  
What to expect.

**1. CUSTOMER SEGMENT(S)**

CS

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

A platform to promote healthy behavior change with personalized workouts, fitness advice and nutrition plans.

**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.

lots of fake apps are available in the internet. By using this types of nutrition and fitness apps may cause health issues so the customers hesitate by using this apps.

**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.

The solution to overcome this problem by taking lots of water content fruits and good nutrition rich in fruits and maintain healthy diet schedule.

can be hard to estimate.

**3. TRIGGERS**

TR

What triggers customers to act? i.e. seeing their neighbour installing solar

**10. YOUR SOLUTION**

SL

If you are working on an existing business, write down your current solution first, fill in

**8. CHANNELS of BEHAVIOUR**

CH

8.1 ONLINE

Identify strong TR & EM	<p>panels, reading about a more efficient solution in the news.</p> <p>Customers can trigger through medias and T.V channels.</p> <p><b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span></p> <p>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</p> <p>Before : Customers confused and their hope will reduce to maintain healthy diet..</p> <p>After : After they follow their proper guidelines, by using this apps they are confident to achieve their healthy diet.</p>	<p>the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour</p> <p>By using this kind of app application must ensure the app is fake or not and know the information about that apps as well.</p>	<p>What kind of actions do customers take online? Extract online channels from #7</p> <p><b>8.2 OFFLINE</b> What kind of actions do customers take offline? Extract offline channels from #7 and</p> <p>u In online customer share issues through social media.</p> <p>In offline the customers take awareness around their surrounding areas and society.</p>	Identify strong TR & EM
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