

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>People who want’s to make their body fit and maintain diet in a proper way</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>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.</div><div>Constraints may contribute internet facility, awareness.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>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</div><div>The available solutions are by taking rich nutrition fruits and maintain proper diet schedule.</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>Some app applications may not give the correct nutrition analysis because of low quality image may leads to wrong prediction of nutrition.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>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.</div><div>The real reasons for the problem exists is laziness and does not follow the proper time management because the person may in illness.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>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)</div><div>Consulting a proper dietitian through app application or directly going to hospitals.</div></div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	<p>3. TRIGGERS TR</p> <p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <p>Customers can trigger through advertisements, social media.</p>	<p>10. YOUR SOLUTION SL</p> <p>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.</p> <p>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 app applications we can track the health conditions for our subscribers and suggest the daily food plan.</p>	<p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</p> <p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <p>In online the customers are come through seeing advertisements in social media.</p> <p>In offline the customers are come from their neighbour suggestions.</p>	Identify strong TR & EM
	<p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.</p> <p>Before : Customers loss their confident, hope and they are confused.</p> <p>After : After they follow their proper guidelines, they are confident to achieve their healthy diet.</p>			