

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

THIS APPLICATION IS MAINLY USED FOR PATIENT IN A HEALTH CARE UNIT

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.

THIS APPLICATION IS COST EFFICIENT AND EASY TO USE

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

THIS APPLICATION IS DIFFERENT FORM OTHERS BASED ON NUTRITION AND MAKE YOUR HEALTH TRACKING PLATFORM DIFFER YOUR MAIN COMPETITORS

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

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

NUTRITION APPICATION IS EFFECTIVE IN CHANGING EATING BEHAVOIR AND DIET-RELATED HEALTH RISK FACTORS

9. PROBLEM ROOT CAUSE

RC

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.

ADJUSTING DIET AND EATING PATTERNS CAN HELP TO SOLVE NUTRITIONAL PROBLEMS DUE TO DECREASED APPETITE, TASTE CHANGES, ILLNESS, ETC....

7. BEHAVIOUR

BE

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)

IT ALSO WORKS WITH PREVIOUS FOR ANALYSE THE PRODUCT LABLES BUT, NOW IT IS ALSO USED TO ANALYSE THE QUALITY OF THE PRODUCT WHEATHER IT IS HEALTHY OR NOT

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

Identify strong TR & EM

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

APPLIED NUTRITION CONCENTRATES ON IMPROVING THE NUTRITIONAL QUALITY OF FOODS FOR MAINTAINING HEALTHY LIFE

4. EMOTIONS: BEFORE / AFTER

EM

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.

EAT TO LIVE, DON'T LIVE TO EAT

10. YOUR SOLUTION

SL

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.  
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.

NUTRITIONAL ASSISTANT APPLICATION

8.CHANNELS of BEHAVIOUR

CH

8.1 ONLINE  
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE  
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

THIS APPLICATION WILL HELP THE PEOPLE RURAL PLACE AND IN URBAN PLACE

Identify strong TR & EM