1. CUSTOMER SEGMENT(S)

of a food product.

BE

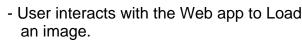
СН

Extract online & offline CH of BE

their health.

AFTER: Joy, Confidence, Motivated with their health.

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES



- Upload and get the calorie values on online mode.
- Membership starts at \$ 10 per month.

5. AVAILABLE SOLUTIONS PLUSES & MINUSES

- User can get a premium or pro nutrition consultant facilities.

- It can provide a good consultant among the cities.

2. PROBLEMS / PAINS + ITS FREQUENCY

intake of their food & diet chart.

Customer need information such as

nutrition tables to assess the nutritional value

Customer Who want to know their calories

- Being Overweight or Obese
- Following improper diet.
- Poor at physical look or Looking tired.
- Lack of Customization

9. PROBLEM ROOT / CAUSE

- Don't have awareness about the calorific food.
- In easy access of internet, food can delivered at door step.
- So people start consume higher amount of fast food

7. BEHAVIOR + ITS INTENSITY

- Nutritional informations are authentic and trusted one.
- Straightforward, Easy to track and Calculate calories.
- Flexible and basic of BMI user can get a dietary plan.

3. TRIGGERS TO ACT

- Advertise a premium option for the user's.
- -Tracking calories of the food
- User needed nutrition guidance.

4. EMOTIONS BEFORE / AFTER

BEFORE: Anger, Anxiety, Depression with

10. YOUR SOLUTION

In our nutrition assistant application:

- 1) The User can send the image of the food they need to know the nutritional information about analyzed image.
- 2) After sending the image, user can get the calorie values of the food.
- 3) The analyzed image will check the nutritional value and it returned to app for display.

8. CHANNELS of BEHAVIOR

ONLINE

RC

SL

-Upload the image and get the calorie values of the food, we intake everyday.

OFFLINE

- User can view and follow their dietary chart already they downloaded while in the past.

Identify strong TR & EM

PR

TR

EM