

Define C&S, fit into	1.CUSTOMER SEGMENTS: CS <ul style="list-style-type: none"> Commoner who wants to intake healthy foods. Pregnant women who wants to know their daily intake nutrient values. Parents with lack of nutritional knowledge for their kids. Fitness fanatics to maintain their body fitness. Travelers who travelled to various countries. Entrepreneur who has a busy schedule and frequent travel. Models & Athletes who needs to maintain their weight. 	6.CUSTOMER CONSTRAINTS CC <p>Network connection Available devices Fault image recognize</p>	5. AVAILABLE SOLUTIONS AS <p>Image which already taken to real image processing for identify food items with the relevant nutritional information for individuals to monitor and maintain a calorie intake level. User can view their nutritional and dietary chart. Take long time to know their nutrient consumption.</p>	Explore AS, fit into
Focus on J&P, tap into BE, understand	2. JOBS-TO-BE-DONE / PROBLEMS J&P <p>commoner who wants to integrate healthy eating habits and helps different user to know their nutrient values in their food and provide nutritional chart according to their preference to maintain their health.</p>	9. PROBLEM ROOTCAUSE RC <p>Due to the improvement in people's standard of living , obesity rates are increasing at an alarming speed . Busy life style and frequent travel. Lack of nutritional knowledge</p>	7. BEHAVIOUR BE <p>directly related: consult the nutrition analyst or doctor. indirectly associated: search about their doubts in social media & ask to their relatives or neighbors</p>	Focus on J&P, tap into BE, understand

3. TRIGGERS**TR**

seeing their neighbor ,relative, friend with perfect health and fitness and their sudden weight loss.

Spot the advertisement about our app in the social media.

4. EMOTIONS: BEFORE / AFTER**EM**

BEFORE: feel tangled ,distress about whether its healthy or not, anxiety & insecure about child nutrition , undesirous in their health pain and diet plan.

AFTER: vanquish their anxiety ,satisfied ,conviction ,clearance get clarity in their doubts

10. YOUR SOLUTION**SL**

A web app that automatically estimates food attributes with nutritional value by classifying the input image of food. This app access and display the nutrient values and provide the dietary and nutritional plans for different users.

8. CHANNELS of BEHAVIOUR**CH**

ONLINE

BY snapping image of the food ,they get to know the nutrient Value.

Users can view their dietary and nutritional chart according to their preference.

OFFLINE

Users can consult their nutritional analyst.