Define CS, fit into CC

Focus on J&P, tap into BE,

Explore AS, differential

Focus on J&P, tap into BE,

1.CUSTOMER SEGMENT(S) `CS`

People of all age access the application those are the users and they can view the nutrient values of food.
- Obese people
- Malnourished person

6. CUSTOMER CONSTRAINTS `CC`

For the purpose of understanding the nutrient content of meal, the consumer must provide a clear visual like
- Fixed schedules and fairy gym membership
- Insufficiency of professional training

5. AVAILABLE SOLUTIONS `AS`

By making use of online resources and by using app based nutrient dashboard system.

Pros: eliminate excess calorie intake

Cons: time consuming and inaccurate

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

- Inferiority complex about appearance
- Fear of getting health related issues
- Lack of confidence and rate of increasing obesity.

9. PROBLEM ROOT CAUSE `RC`

It's easy to fall into a trap of unhealthy life:
- Poor quality of diet plan
- Not aintaining correct BMI
- Consumption of high calorie foods

7. BEHAVIOUR `BE`

- The behavioral changes in user reflect in their day to day life
- Indirectly related to adequate water consumption medical surgeries.

3. TRIGGERS `TR`

- Body shaming
- Desire to live a healthy lifestyle
- To maintain their health condition

4. EMOTIONS: BEFORE / AFTER `EM`

Before
- People feels uncomfortable because of their weight and appearance
- No adequate knowledge about healthy foods

After
- People feels better because of reducing the weight and increasing confidence
- Gain knowledge about healthy diet.

10. YOUR SOLUTION `SL`

A web application that automatically estimates food attributes and their nutritional value by classifying the input image of the meal provide and easy to understand the food and its details by anybody

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE

The application is user friendly the customer will search directly for the nutritional information

8.2 OFFLINE

Conducting offline session by nutrition expert or tend to consult dietician