

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Dieters choice Sports person Healthy Eaters Senior citizens	6. CUSTOMER CONSTRAINTS CC Spending time Internet Facility	5. AVAILABLE SOLUTIONS AS To detect the nutrition based on fruits, sugar, Fibre,Protein,calories,etc..	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P Less Details Less quality image leads to wrong prediction of nutrients	9. PROBLEM ROOT CAUSE RC Laziness Busy schedule	7. BEHAVIOUR BE Maintaining their own wait Consulting Doctors	Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	3. TRIGGERS TR Through neighbours, advertisements or through social media	10. YOUR SOLUTION SL To suggest food based on their health conditions. Enjoy your food but eat less.	8. CHANNELS of BEHAVIOUR CH Online: Through TV channel Through social media Offline: Throughs newspaper Suggests neighbors	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM Before: Fear, Unhealthy. After: Healthy, confident			