 Purpose / Vision

**Explore AS, differentiate**

**Deﬁne CS, ﬁt into CC**

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

**AS**

**5. AVAILABLE SOLUTIONS**

Which solutions are available to the customers when they face the problem

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.

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

Who is your customer?

i.e. working parents of 0-5 y.o. kids

Who is your customer?

What limits your customer from acting when a problem occurs?

E.g. Spending power, network connection, available devices.

Consumers need information such as nutrition tables to assess the nutritional value of a food product. Although a broad range of studies has examined consumers’ attention, perception and use of nutrition tables.

your application has a marketplace and this feature, you can make them connected to each other, so food recommendations included information on vendors where they can buy these goods with no delays, see prices.

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)

**BE**

**7. BEHAVIOUR**

What does your customer do to address the problem and get the job done?

**RC**

**9. PROBLEM ROOT CAUSE**

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.

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

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

**Focus on J&P, tap into BE, understand RRC**

**Focus on J&P, tap into BE,understand RRC**

Nutritional behavior is “the sum of all planned, spontaneous, or habitual actions of individuals or social groups to procure, prepare, and consume food as well as those actions related to storage and clearance.

Nutrients have one or more of three basic functions: they provide energy, contribute to body structure, and/or regulate chemical processes in the body.

projects are given such that it helps the researcher to gain maximum knowledge and experience. The institute has focused its work in developing products with enhanced nutrition, discovering innovative products utilizing byproducts, and implementing new methods to improve quality of food.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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.  Overweight is one of today’s most urgent public health issues . It is related to a number of noncommunicable diseases. | **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.  When you are working on an existing solution (exploring growth strategies, problem with activation or solution adoption etc.), fill in this block first, and then see whether your solution is still relevant after all the blocks. are filled in.  useful, understandable and accessible. | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7  Complaints without actions and active public discussion mean nothing.   * 1. **OFFLINE**   What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development.  Workers in other professions and occupations nurses and community project workers can be given training in nutrition. | **Extract online & ofﬂine CH of BE** |
| **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.  BEFORE: People cannot know how to maintain their health.  AFTER: They consult their nutritionist easily. |

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