Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

People of all age groups who neglect their health.

6. CUSTOMER CONSTRAINTS — CC

The person has limitations to certain foods which they cannot or will not eat. Some recipes could cause health allergies in people.

5. AVAILABLE SOLUTIONS — AS

Although nutritions are included on food packaging, it's still not particularly convenient for individuals to use App-based nutrient dashboard systems.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Obesity and the users anxiety about developing health related problems.

9. PROBLEM ROOT CAUSE — RC

Malnutrition is caused by a lack of nutrients, either as a result of poor diet or problems absorbing nutrients from food. Certain things can increases your risk of becoming malnourished.

7. BEHAVIOUR — BE

By making better food choices, you may be able to control compulsive eating behaviours and weight gain.

Focus on J&P, tap into BE, understand RC

3. TRIGGERS — TR

Make sure you are eating adequately and consistently throughout the day to lead a healthy life.

4. EMOTIONS: BEFORE / AFTER — EM

Constantly giving you a positive mindset and keeping yourself away from negativity and motivate them to adopt a healthy lifestyle.

10. YOUR SOLUTION — SL

By taking user details through app, the user can learn the nutritional value of food they are consuming.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

The application offers a user friendly that enables users to communicate with chatbots to clarify doubts.

8.2 OFFLINE

Offline gathering , nutritionist conducting offline sessions.

Identify