

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Who is your customer?

People with all ages can get the nutritional details.

CS

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions?

- 1. Network connection.
- 2. Users will not be able to use the application without registering.
- 3.Need good lighting when capturing images.

CC

5. AVAILABLE SOLUTIONS

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

- 1. If the users forget their password they can create a new password by using email verification.
- 2. Turning on light when scanning food images.

AS

Explore AS, differentiate

Focus on J&P, tap into

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.

- 1. People have many problems in maintaining their nutrition in day to day life.
- 2. They will become angry, Since they don't see results right away and find it challenging to complete tiresome tasks due to their appearance they lack confidence.

J&P

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.

- 1. Eating over junk food can cause obesity.
- 2. A variety of medical problems can affect your appetite, illness, medicines or surgery can cause these problems.

RC

7. BEHAVIOUR

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

- 1. User need to give correct height,weight and age.
- 2. This problem can be overcome by this applicationusers can view their nutrition flow and eat accordingly.

BE

Focus on J&P, tap into C

Identify strong TR & EM

3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installingsolar panels, reading about a more efficient solution in the news.

- 1. While seeing Slim peoples and celebrities.
- 2. Once their realize their health condition and how much can make necessary adjustment and manage their health better

TR

4. EMOTIONS: BEFORE / AFTER

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 : Unhealthy diet- Fear of deteriorating Health, Low Confidence.

After : Healthy diet- Overweighted Confidence.

EM

10. YOUR SOLUTION

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 inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

May give tasks that satisfy their calorie intake by Using BMI values.

SL

8. CHANNELS of BEHAVIOUR

ONLINE  
What kind of actions do customers take online? Extract online channels from #7

OFFLINE  
What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development.

ONLINE  
User can check nutrition they need to intake daily.

ONLINE  
With the knowledge of nutrition plan from the application peoplecan eat and exercise accordingly.

CH

Extract online & offline CH of BE