

Define CS, fit into CL	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>All age group people who are careless about their health due to their busy schedule and intake of high-calorie diet.</div>	<div>6. CUSTOMER LIMITATIONS<div>EG. BUDGET, DEVICES</div><div>CL</div></div> <div>The customer should provide a clear image for knowing the nutrition content of the food. The app can't provide accurate result if the image is not clear. In some cases, the recipes maybe allergic to their health.</div>	<div>5. AVAILABLE SOLUTIONS<div>PROS & CONS</div><div>AS</div></div> <div>The premium features like tracking the calorie intake and creating diet charts is not available to all the users, which is the important feature of an nutrition assistant application.</div>	Explore AS, differentiate
	<div>2. PROBLEMS / PAINS + ITS FREQUENCY<div>PR</div></div> <div>The problem and pains of the user are obesity, fear of getting health related issues. They will get frustrated of not getting immediate result and difficult to do tedious work. Lack of confidence due to appearance.</div>	<div>9. PROBLEM ROOT / CAUSE<div>RC</div></div> <div>It is easy to fall into a trap of eating unhealthy foods which is heavy in calories. Once the nutritional value is replaced by foods high in sugar, bad fats and salt it leads to various health issues so users need to control their daily calorie intake to lead a healthy lifestyle.</div>	<div>7. BEHAVIOR + ITS INTENSITY<div>BE</div></div> <div>The behavioral changes in users reflect in their day- to-day life such as they will maintain a proper diet and follow the daily routine in eating and intake of healthy food. So, that it helps them to improve their health.</div>	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	<div>3. TRIGGERS TO ACT<div>TR</div></div> <div>Desire to live a healthy lifestyle. By knowing the success story of people who achieved their goal. By seeing people who are fit and healthy.</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>The solution is user can know the nutritional content of the food they are in taking, by taking picture of the food and uploading it in the app. Clarifai's AI-Driven Food Detection Model is used for getting accurate food identification and APIs to give the nutritional value of the identified food.</div>	<div>8. CHANNELS of BEHAVIOR<div>CH</div></div> <div>ONLINE</div> <div>The application provides a user-friendly environment that enables users to interact to clarify their queries</div>	Extract online & offline CH of BE
	<div>4. EMOTIONS<div>BEFORE / AFTER</div><div>EM</div></div> <div>They are scared of declining health, so they get motivated towards eating. Healthy foods and move to healthy lifestyle.</div>		<div>OFFLINE</div> <div>Connecting all the users through offline meeting and giving some complimentary gifts. Conducting offline session by nutrition expert.</div>	