

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> People who wish to analyze and track the nutritional information of their food People who want to monitor their diet routine People with some health issues who has to intake food according to the prescribed level 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> Internet connectivity Lack of serious interest Busy schedule 	5. AVAILABLE SOLUTIONS AS <p>Web searching about the food in internet</p> <ul style="list-style-type: none"> Pros: <p>The results would be quicker depending upon the internet connectivity</p> <ul style="list-style-type: none"> Cons: <p>Inaccurate results, lack of specified and exact results</p>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> How might we get inputs from the user? How might we take health issues into account? How might we provide health warnings? How might we enhance Service and Support? 	9. PROBLEM ROOT CAUSE RC <p>The root cause of this problem</p> <ul style="list-style-type: none"> Is the unhealthy body condition of the user Is the desire of the user to stay fit and healthy 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Users start to analyze the nutrition present in their food Users tend to practice healthy dietary habits and fitness activities 	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR <p>User gets to act if any of his friends or peers started using the nutrition assistance service.</p>	10. YOUR SOLUTION SL <p>To get accurate results user can upload the image of the food, which then gets matched with the database and display the exact result</p> <p>Fascinating diet plans and food routines are made available to the user</p> <p>Providing exclusive notification to the user about diet routines</p>	8. CHANNELS of BEHAVIOUR CH <p>8.1 ONLINE Using internet to browse the details of the nutrition present in a particular food</p> <p>8.2 OFFLINE Taking part in various fitness activities and avoiding unhealthy foods at all costs</p>	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM <p>Unhealthy, Lazy, Improper eating habits> Healthy, Active, Proper eating practice</p>			