

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>Who is your customer?</p><ul style="list-style-type: none"><li>The people with obesity, who wants to track their calories and monitor their progress toward weight management goals.</li><li>The people who wants a healthy diet and to track their fitness level with the help of nutrition assistance application.</li></ul></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><p>What constraints prevent your customers from taking action or limit their choices of solutions?</p><ul style="list-style-type: none"><li>This application gives accurate information about the food we need and searching the database is simple.</li><li>This app is very easy to use and the interface is pleasant and user friendly.</li></ul></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><p>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?</p><ul style="list-style-type: none"><li>This app will helps us to choose healthier foods and suggests some calorie less foods. It also provide tips to control weight management.</li><li>This will connect users with fitness coaches. They will helps user with diet plans and suggests some physical activities.</li></ul></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div><p>Which jobs-to-be-done (or problems) do you address for your customers?</p><ul style="list-style-type: none"><li>This app gives reliable information about general nutrition, food and health.</li><li>It implements meal plans that improve the customers health and also track their daily calorie intake.</li><li>If the user exceeds their limited calorie level suggested by the app, the user will get warning notification from the user.</li></ul></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><p>What is the real reason that this problem exists? What is the back story behind the need to do this job?</p><ul style="list-style-type: none"><li>The obesity is generally caused by eating unhealthy food and consumes high amount of energy.</li><li>Heavily processed foods are often little more than refined ingredients mixed with high amount of fats.</li></ul></div>	<div>7. BEHAVIOUR<div>BE</div><p>What does your customer do to address the problem and get the job done?</p><ul style="list-style-type: none"><li>In search box, the user will able to get the nutrition information of the food they want. And they may track their calorie intake.</li><li>They also have an premium option, where the user will get direct appointment with nutritionist and they may control their obesity level with the help of diet plan .</li></ul></div>	
Focus on J&P, tap into BE, understand RC	<div>3. TRIGGERS<div>R</div><p>What triggers customers to act?</p><ul style="list-style-type: none"><li>Provides more support around improving our wellness by allowing us to track health and fitness achievements from anywhere.</li></ul></div>	<div>10. YOUR SOLUTION<div>L</div><p>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.</p><ul style="list-style-type: none"><li>Our Nutrition application will helps the users with not only providing nutrition information but also helps with weight management goals.</li><li>Users can set their daily goals by setting how much calorie they were intaking and if they exceeds their limit, the app will give warning notification to the user.</li><li>The premium will also available, where user can chat with online nutritionist and can get some medical advices from them.</li></ul></div>	<div>8. CHANNELS of BEHAVIOUR<div>H</div><div>8.1 ONLINE</div><p>What kind of actions do customers take online? Extract online channels from #7</p><div>8.2 OFFLINE</div><p>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p><div>ONLINE :</div><p>They get reliable information about the food they search for and able to track their fitness level.</p><div>OFFLINE :</div><p>They have to pay fee to the nutritionist ,but this helps only the people who were in urban areas.</p></div>	Identify strong TR & EM
	<div>4. EMOTIONS: BEFORE/AFTER<div>M</div><p>How do customers feel when they face a problem or a job and afterwards?</p><div>BEFORE:</div><p>People don't have any option than direct appointment with nutritionist in physical mode.</p><div>AFTER :</div><p>This app is very handy ,so the user will get their nutrition information whenever they need.</p></div>			

