

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Rithika, a mother of one daughter has a dream to make her career as a actress. But she looks unfit to her career.	2. CUSTOMER CONSTRAINTS Her family situation and a lack of guidance.	5. AVAILABLE SOLUTIONS Before she had a lack of proper guidance so she can get to know the complete nutritional value for her daily meals. This will help her to know about her meals content and change it accordingly.	Explore AS, differen
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS Make her fit for her career by providing her a fitness guide	9. PROBLEM ROOT CAUSE The weight gain after her pregnancy and lack of money in maintaining her fit structure	7. BEHAVIOUR She can know the nutrition values, caloric values and many informations about her daily intakes just by upload pictures of her meals.	Focus on J&P, tap into BE, understand RC

3. TRIGGERS She had a dream of becoming a actress from her childhood.	10. YOUR SOLUTION Getting nutritional information about the daily meals by just uploading a picture of her meal.	8.CHANNELS of BEHAVIOUR ONLINE Just upload the picture of daily meals and thereby she can get the nutritional information about her meal.
---	--	---

	<div data-bbox="152 60 456 87" data-label="Section-Header"><p>4. EMOTIONS: BEFORE / AFTER</p></div> <div data-bbox="719 60 761 87" data-label="Text"><p>EM</p></div> <div data-bbox="152 97 801 164" data-label="Text"><p>She feels much comfortable in making her fit with what she have.</p></div>			
--	--	--	--	--