

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. Kids</div><div>People who want to maintain their fitness and lead a healthy life with sufficient amount of nutrition and a proper diet.</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</div><div><ul style="list-style-type: none">Inaccurate nutrients statistics from various sourcesUnable to decide which diet to follow.Unable to follow the diet plan</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>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 note taking</div><div><ul style="list-style-type: none">Online resources for nutrient data (Pros: Lot of resources; Cons: Inaccurate)Information from social media fitness influencers (Pros: Easy to obtain information; Cons: Untrustworthy)</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides</div><div>To know the amount of calories present in the food taken by the customer with a proper diet plan.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>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.</div><div>The root cause of this problem is lack of intake of nutrition. Improper diet and skipping the exercise daily leads to many disease which results leading healthy life.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>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)</div><div>Directly related<ul style="list-style-type: none">Actively try to find better diets which suits their needsTry to cross-check information with trustworthy sources</div><div>Indirectly associated<ul style="list-style-type: none">Try to engage more in fitness related communitiesTry to hear podcasts of watch sho</div></div>	
Identify strong TR & EM	<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.</div><div>After continuous advertisements of our application, and hearing feedback from their trends, neighbors the customer will get motivated to use our application.</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>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 in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behavior.</div><div><ul style="list-style-type: none">Our solution is to develop a nutrition analyzer webappwhich uses a computer vision model for the classification of fruits and display the corresponding data by using an API</div></div>	<div><div>8.CHANNELS of BEHAVIOR<div>CH</div></div><div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div><div>User access the application by scanning the fruit and get the nutritional info</div></div>	Identify strong TR & EM

<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><div>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.</div><div><ul style="list-style-type: none">• Before using our application, customers will face insecurity and bad health.• After using our application, customer get good health and self motivated.</div></div>		<div><div>8.2 OFFLINE</div><div>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div>Based on the nutritional info user will perform</div></div>
--	--	---