1. CUSTOMER SEGMENT(S) `CS`

Who is your customer?

> People of all ages who want to monitor their calories intake.
>
> People who want to lose weight and people who want to gain weight in healthy way.

6. CUSTOMER `CC`

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.

> Shortage of time due to work pressure due to which maintaining becomes difficult.
>
> Not able to control cravings and end up eating unhealthy and high calorie foods.

5. AVAILABLE SOLUTIONS `AS`

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 notetaking

> Personal diet tracking app which helps to maintain diet.
>
> There is analyzing of real time images of meals and analyzing for nutritional content can be very handy.

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

> To calculate calories and nutrients present.
>
> Worry of being obese or slim.
>
> Health Issues.
>
> Problem in maintaining nutrition Improper diet due to ignorant lifestyle.

9. PROBLEM ROOT CAUSE `RC`

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.

> Teenagers are addicted to fast food which leads to obesity
>
> Due to the fast paced lifestyle today and 9-5 jobs people have no time to take care of their physical health.
>
> People not knowledgeable about calorie intake and their maintenance calories.

7. BEHAVIOUR `BE`

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)

> On the basis of BMI, user can get a dietary plan.
>
> Easy to maintain their health.
>
> Eating healthy and low calorie foods.
>
> Following diet plan and consuming nutritious foods.

3. TRIGGERS `TR`

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

> When people around us bully.
> Peer pressure, beauty standards, society point of view etc.,
> Don't want to be/feel unhealthy anymore.

4. EMOTIONS: BEFORE / AFTER `EM`

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.

> Before: Unfit, Depressed, Not confident enough, I'm obese, I'm skinny, I'm Fat, Unhealthy.
> After: Feeling Confident, Healthy, More active, More energy, Fit, Motivated.

10. YOUR SOLUTION `SL`

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 behaviour.

> By taking a picture of the food and uploading it to the app, users may learn the nutritional value of the food they are consuming.
>
> Our aim is to provide a fitness and healthy life to our customers.

8. CHANNELS of BEHAVIOUR `CH`

ONLINE
What kind of actions do customers take online? Extract online channels from #7

> Users can scan the food and get the nutrition value of the food they eat everyday

OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

> Users will be able to see past history of food they ate and graphs which provide information about nutrition intake.

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