1. CUSTOMER SEGMENT(S)

6. CUSTOMER CONSTRAINTS

5. AVAILABLE SOLUTIONS

Fitness Enthusiasts who like to lead a healthy life and well balance diet.

Lack Of or inaccurate information about foods nutrition values. Only thinking about leading healthy life without taking actions.

Not having a personal assistant to monitor their daily nutritional intake

Artificial Intelligence based software solutions to aid in predicting foods and analysing nutritions that help fitness enthusiasts to track their daily nutrition intake to maintain a healthy life,

2. JOBS-TO-BE-DONE / PROBLEMS

9. PROBLEM ROOT CAUSE

7. BEHAVIOUR

BF

Individual physical exercise or yoga without prior knowledge may lead to muscle cramp, So can be tackled by use of animated guide videos for that.

Tracking daily nutrition intake which is important to stay fit, Due to abundant resources online about fitness, tracking nutrition will become more challenging and inaccurate.

Have a regular and enough sleep Have a application to track their daily nutrition values.

Have a perfectly balanced diet plan.

3. TRIGGERS

Share the neighbor's motivated content to stimulate the user

4. EMOTIONS: BEFORE / AFTER

Before:

People cannot track their health details People cannot improve their health in proper manner Afte r:

IJsers can maintain and can improve their body fitness

10. YOUR SOLUTION

Creating a web application for users to track, monitor and maintain their health by performing specialized suggestions for each and every user.

8. CHANNELS of BEHAVIOUR

8.1 ONLINE

Taking advice from the nutrition expert and following fitness based online apps.

8.2 OFFLINE

Working out regularly, and maintaining the regular activities as per the prescribed schedule