Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

All age group people who are careless about their health due to their busy schedule and intake of high-calorie food like fast foods and packed foods.

6. CUSTOMER CONSTRAINTS `CC`

If the image is not clear, the app doesn't provide accurate result. So the customer should provide a clear image for knowing the nutrition content about the food.

5. AVAILABLE SOLUTIONS `AS`

Although the packed food comes with nutrition labels like calorie level and nutrition contents, it's still not very convenient for people to refer to App-based nutrient dashboard systems.

Explore AS, differentiate

Focus on J&P, tap into

2. JOBS-TO-BE-DONE / PROBLEMS `PR`

The problem of the user are obesity, fear of getting health related issues like heart attack, diabetes, etc… They will get frustrated of not getting immediate result and difficult to do tedious work. Sometimes they feel like lack of confidence due to their appearance.

9. PROBLEM ROOT CAUSE `RC`

It is easy to fall into a trap of eating unhealthy foods which is heavy in calories. Once the nutritional value is replaced by foods high in sugar, bad fats and salt it leads to various health issues so users need to control their daily calorie intake to lead a healthy lifestyle.

7. BEHAVIOUR `BE`

The behavioral changes in users reflect in their day-to-day life such as they will maintain a proper diet and follow the daily routine in eating and intake of healthy food. So, that it helps them to improve their health.

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS `TR`

Desire to live a healthy lifestyle. By knowing the success story of people who achieved their goal. By seeing people who are fit and healthy.

4. EMOTIONS: BEFORE / AFTER `EM`

They scared of declining health, so they get motivated towards eating healthy foods and move to healthy lifestyle.

10.YOUR SOLUTION `SL`

By taking the picture of the food and uploading it in the app, the user can know what are all the nutrients present in the food. Clarifai's AI-Driven Food Detection Model is used for getting accurate identification of food and APIs to give the nutritional value of the identified food.

8.CHANNELS of BEHAVIOUR `CH`

ONLINE

The application provides a user friendly environment that enables users to interact through chatbot to clarify their queries and a dashboard is displayed to know the acivities.

OFFLINE

Connecting all the users through offline meeting and giving some complimentary gifts. Conducting offline session by nutrition expert.

Extract online & offline CH of BE