

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

6. CUSTOMER CONSTRAINTS

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.

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

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

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.

The customer's effort to determine the calorie count in the meal.

The customer will become fit as a result of this application.

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.

The process of calculating the number of calories in a diet becomes more difficult.

Fitness professionals who use artificial neural networks to develop their fitness software will assist the consumer in

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)

With the guidance of this application, the client can become fit because it acts as a nutritionist.

using an online mode
to learn how many calories are in the meal that has recognized

Focus on J&P, tap into BE, understand RC

Identify stron

ing TR & EM

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.

Earlier applying AI powdered nutrition, fitness people would find it difficult to determine the