

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>Must have enough nourishment to be healthy. Keeping a healthy diet.</div></div></div>	<div><div>6. CUSTOMER CONSTRAINTS<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>Putting on excessive weight can stop the customer.</div></div></div>	<div><div>5. AVAILABLE SOLUTIONS<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 notetaking</div><div>Knowing the number of calories in a food is one approach for a nutrition fitness app.</div></div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<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>The customer's effort to determine the calorie count in the meal.</div></div></div>	<div><div>9. PROBLEM ROOT CAUSE<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 process of calculating the number of calories in a diet becomes more difficult.</div></div></div>	<div><div>7. BEHAVIOUR<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>With the guidance of this application, the client can become fit because it acts as a nutritionist.</div></div></div>	
	<div><div>3. TRIGGERS<div>What triggers customers to act? i.e. seeing their neighbour installingsolar panels, reading about a more efficient solution in the news.</div><div>The customer will become fit as a result of this application.</div></div></div>	<div><div>10. YOUR SOLUTION<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 inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</div><div>Fitness professionals who use artificial neural networks to develop their fitness software will assist the consumer in</div></div></div>	<div><div>8. CHANNELS of BEHAVIOUR<div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div><div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development.</div><div>ONLINE to learn how many calories are in the meal that has recognized using an online mode</div></div></div>	
Identify strong 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