

**1. CUSTOMER SEGMENT(S)****CS**

All age bunch individuals who are thoughtless about their health due to their occupied plan utilize sound eating regimen.

**6. CUSTOMER CONSTRAINTS****CC**

The client ought to give an unmistakable picture to realizing the nourishment content about the food.

The application can't give a precise result on the off chance that the picture isn't clear.

At times, the recipes might be hypersensitive to their wellbeing.

**5. AVAILABLE SOLUTIONS****AS**

Albeit the food bundling accompanies nourishment (and calorie) names, it's as yet not exceptionally advantageous for individuals to refer to Application based nutrient dashboard system.

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

Customer doesn't know the nutrition rich food to cook / order to eat .

Customer's job is to upload the clear image of the food, to know about the nutrition .

The problem and pains of the usually are obesity, fear of getting health related issues.

They will get frustrated of not getting immediate result and difficult to do tedious work. Lack of confidence due to appearance.

**9. PROBLEM ROOT CAUSE****RC**

It is easy to fall into a trap of calling unhealthy foods which is heavy in calories.

Once the nutritional value is replaced by foods high in sugar 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-today life such that 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.

Identify strong TR & EM	<div>3. TRIGGERS</div> <div>TR</div> <div>Desire to live a healthy style by knowing the success story of people who achieved their goal</div> <div>By seeing people who are fit and healthy.</div> <div>Reading news about the article “Unhealthy life leads to danger”.</div>	<div>10. YOUR SOLUTION</div> <div>SL</div> <div>The solution is that users can know the nutritional content of the food they intake, by taking pictures of the food and uploading it in the app.</div> <div>Claire's AIDriven Food Detection Model is used for getting accurate food identification and APIs to give the nutritional value of the identified food.</div>	<div>8.CHANNELS of BEHAVIOR</div> <div>CH</div> <div>8.1 ONLINE</div> <div>Application provides a user friendly environment that enables users to interact with the board displayed to know the contents .Connecting all the users through one medium and giving some complementary pills.</div> <div>8.2 OFFLINE</div> <div>Conducting offline sessions by nutrition experts. Can view already downloaded nutrition.</div>	Identify strong TR & EM
	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>They were scared of declining health, so they got motivated towards eating healthy foods and moving to a healthy lifestyle.</div>			