

|                                       |   |   |  |                                    |
|---------------------------------------|---|---|--|------------------------------------|
| Define CS, fit into CC                | <div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>Who is your customer?<br/>i.e. working parents of 0-5 y.o. kids</p><p>People who want to make their body fit and maintain a balanced healthy life with the sustained nutrients.</p></div>  | <div>6. CUSTOMER CONSTRAINTS<div></div><p>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.</p><p>Constraints may contribute his choices towards the junk foods which are not good for health.<br/>It is mostly seen in the modern countries</p></div>                   | <div>5. AVAILABLE SOLUTIONS<div>AS</div><p>Which solutions are available to the customers when they face the problem</p><p>or need to get the job done? What have they tried in the past? What pros &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</p><ul style="list-style-type: none"><li>Eats lot of fruit and vegetables</li><li>Cut down on saturated fat and sugar</li><li>Get active and be a healthy weight</li><li>Reduce intake of harmful facts</li></ul></div>   | Explore AS, differentiate          |
|                                       | <div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div><p>Which jobs-to-be-done (or problems) do you address for your customers?<br/>There could be more than one; explore different sides.</p><p>The person who has completed his or her academics in the nutrition called as dietitian or nutrition educator will look the user problems.</p></div>  | <div>9. PROBLEM ROOT CAUSE<div>RC</div><p>What is the real reason that this problem exists?<br/>What is the back story behind the need to do this job?<br/>i.e. customers have to do it because of the change in regulations.</p><ul style="list-style-type: none"><li>They suffer from hypertension cancer</li><li>Protein energy malnutrition</li><li>Maternal nutritional anemia</li></ul></div> | <div>7. BEHAVIOUR<div>BE</div><p>i.e. directly related: find the right solar panel installer, calculate usage and benefits;<br/>indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</p><p>Total of all planned, instantly and habitual actions or social groups to prepare or follow or proceed and consume food.</p></div>  |                                    |
| Focus on J&P, tap into BE, understand | <div>3. TRIGGERS<div>TR</div><p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news</p><p>The chemical susbstance like tablets which are harmful to body and those act as antiagents in our body and affect our immune system..</p></div>  | Identify strong TR & EM   | <div>10. YOUR SOLUTION<div>SL</div><p>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.<br/>If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour</p><ul style="list-style-type: none"><li>Here our model provide good nutritional idea to be fit</li><li>Have a safety health with relaxation mind</li><li>Don't be stressed with more osscillations</li></ul></div> | Extract online or offline CH of BE |
|                                       | <div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><p>How do customers feel when they face a problem or a job and afterwards?<br/>i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</p><p>Before: They feel so depressed and have dilemma in taking correct intake and they need doctor to take him.</p><p>After: Now they feel completely satisfied with their nutrition and have greater confidence.</p></div> |   | <div>8. CHANNELS of BEHAVIOUR<div>CH</div><p>8.1 ONLINE<br/>What kind of actions do customers take online? Extract online channels from #7</p><p>Refer through advertisements and online advertisements and attending medical camp<br/>Of how to be healthy</p><p>8.2 OFFLINE<br/>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p><p>Taking Proteins vitamins and minerals though some sea foods and others and doing daily exercise or activity.</p></div>   |                                    |

