

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)</div> <div>Consumers of nutrition content fit into three main categories: Experts, such as professional athletes, semi-pros, and instructors. The “average” health-conscious enthusiast. Beginners, or people who want to live healthier but need encouragement.</div> <div>CS</div>	<div>6.CUSTOMER CONSTRAINTS</div> <div>1. Biological determinants such as hunger, appetite, and taste</div> <div>2. Economic determinants such as cost and income</div> <div>3. Physical determinants such as access, education, skills and time</div> <div>CC</div>	<div>5. AVAILABLE SOLUTION</div> <div>1. Eat smaller meals and snacks more frequently. ...</div> <div>2.Use of AI apps</div> <div>3.Avoid non-nutritious beverages such as black coffee and tea; instead choose milk and juices.</div> <div>AS</div>	Explore AS, differentiate
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Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE /PROBLEM</div> <div>Successful innovations help consumers to solve problems—to make the progress they need to, while addressing any anxieties or inertia that might be holding them.</div> <div>J & P</div>	<div>9. PROBLEM ROOT CAUSE</div> <div>The main problem root cause is the wide variety of different characteristics of foods, including their composition, structure, physicochemical properties and sensory attribute.</div> <div>RC</div>	<div>6. BEHAVIOUR</div> <div>There is increasing interest in consumer behavior and nutrition. However, the present attempts are inadequate inasmuch as they follow the "curative" approach. What is needed is a "preventive health approach."</div> <div>BE</div>	Focus on J&P, tap into BE, understand RC
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<div>3. TRIGGERS<div>TM&EM</div><p>Customers get triggered by seeing their neighbour installing gym equipments in home and by reading more efficient solution in social media.</p><div>4. EMOTIONS: BEFORE / AFTER</div><p>Customers may feel stressed and get into depression before and after that they may feel happy and relaxed</p></div>	<div>10. YOUR SOLUTION<div>SL</div><p>Nutrition software that makes coaching easy. Create meal plans, evaluate food diaries, perform nutritional analyses, track progress etc.</p></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div>8.1 ONLINE</div><p>People use social media in maintaining healthy diets and learning about nutrition.</p><div>8.2 OFFLINE</div><p>People try to control their food habits and change their diet plan.</p></div>
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