

1. CUSTOMER SEGMENT(S)

The main customers of our project:

- People of all ages who want to monitor their calorie intake.
- People who want to maintain dietary patterns to aid in weight and disease management.

6. CUSTOMER CONSTRAINTS(S)

- Customers must provide a clear vision so they need a device with good camera quality.
- They may think it is time-consuming.

5. AVAILABLE SOLUTIONS

- Customers can get proper available information about the food which they search for.
- There is analyzing real-time images of meals and analyzing nutritional content can be very handy.

2. JOBS-TO-BE-DONE / PROBLEMS

- Worry about being obese or slim.
- Health Issues
- The problem in maintaining nutrition
- Improper diet due to ignorant lifestyle.

9. PROBLEM ROOT CAUSE

- Due to the fast-paced lifestyle today and 9-5 jobs people have no time to take care of their physical health.
- Not able to hit the gym
- People are not knowledgeable about calorie intake and their maintenance calories.

7. BEHAVIOUR

- Based on BMI, the user can get a dietary plan.
- Easy to maintain their health.
- People not being able to maintain their health is a very common issue. The intensity of this problem is high
- Easy to make a log of their nutritional intake.

3. TRIGGERS

- Users don't want to be/feel unhealthy anymore.
- They feel like they can do better.
- To improve themselves

10. YOUR SOLUTION

Focus on developing an end-to-end web application that can be very helpful to those who are cautious about what they are eating at each meal. It helps users to consume food only according to the nutritional value of the scanned food.

We aim to provide fitness and healthy life to

8. CHANNELS of BEHAVIOUR**ONLINE**

Users can scan the food and get the nutritional value of the food they eat every day

OFFLINE

Users will be able to see the history of the food they ate and graphs that provide information about nutrition intake.

	<p>4. EMOTIONS: BEFORE / AFTER</p> <p>Before: Unfit, Depressed, Not confident enough, I'm obese, I'm skinny, I'm Fat, Unhealthy.</p> <p>After: Feeling Confident, Healthy, More active, More energetic, fit, and Motivated.</p>	our customers.		
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