Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE

J&P

IncorrectDetails
Low quality image leads
towrongpredictionofnutrients

9. PROBLEMROOTCAUSE

RC

Busy
ScheduleLazine

7. BEHAVIOUR

BE

Consulting
DoctorsMaintainingtheirow

Focus on J&P, tap into BE, understand RC

3. TRIGGERS `TR`

Through
advertisements, neighbors

4. EMOTIONS: BEFORE/AFTER `EM`

Before:

Unhealthy, Confused

After:
Healthy, Confident

10. YOURSOLUTION `SL`

To track the health care plan of
anindividual. To track the calories
inthe food by uploading
images. Tosuggests food based on
their healthconditions.

11. CHANNELSof BEHAVIOUR `CH`

ONLINE:
Through Social
MediaChannelAdvertiseme
nts

OFFLINE:
Suggests
neighborsThroughp
amplets