

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Customers who are having problem with trusting nutritional contents in food package,who are having problem with unknown food,who are allergic to a certain ingredient in a food,who want to maintain their diet routine.</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>The information provided should be authentic ,easier and faster. The information provided should be understood by people of all ages.</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>Whenever the customer wants to check the nutritional content of a food ,the customer can just take a picture of the food and upload it to get all the nutritional contents about the food.</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div> <div>Customer's problem of trusting food with suspicious nutritional label,unknown food,food which may contain hazardous ingredients can be avoided by using this application. As the Application works 24/7 customer's problem of non availability is avoided and customer can use it anytime.</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>The problem arises when customer eats a lot of food thinking it might not contain a lot of food but which will result in obesity,so nutritional contents of the food is important to note. Some customer's might be allergic to certain kind of ingredient so they can avoid taking the food if they already know the food contains it.</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>Customer spends the time to find the nutritional content of every food before they can eat it,to make sure they are eating not too much and not too less.</div>	
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div></div> <div>If the application can't recognize the food or takes a lot of time to recognize,didnt provide authentic information about the food.</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>As the customer's are unaware of the nutritional contents of the food, the application will take the picture of the food and give authentic nutritional contents of the food. This will help the user in choosing the kind of food they want to eat. The application works 24/7 so customer can use it whenever they want.</div>	<div>8.CHANNELS of BEHAVIOUR<div>CH</div></div> <div>Customer's have to get the information from the application and then have to decide whether not to eat the food or not, they can get information from the application online but they have to do most things offline to have a healthy life.</div>	Identify strong TR & EM
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div>Before using the application they are fearful,anxious about the food they take. After using the application they are confident,calm about the food they take.</div>			