

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><ul style="list-style-type: none">• People of all ages who want to monitor their calories intake.• People who is passionate about Fitness• People who want to lose weight in a healthy way</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><ul style="list-style-type: none">• Don't know the fat content in the food.• Not able to control cravingsand end up eating unhealthy and high calorie foods.</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><ul style="list-style-type: none">• Personal diet tracking app or website which helps to maintain their diet.• Suggest Exercise to lose weight and reduce the unwanted fat calorie added because of unhealthy</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><ul style="list-style-type: none">• To calculate calories and nutrients present.• Worry of being slim or obese.• Health issues.</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><ul style="list-style-type: none">• Due to shortage of time.• More addiction towards fast food.</div>	<div>7. BEHAVIOUR<div>BE</div><ul style="list-style-type: none">• Provide healthy supplements diet plan.• Working out daily.• Following good diet plan and consuming nutritious foods.</div>	
Focus on J&P, tap into BE, understand RC		Focus on J&P, tap into BE, understand RC		

Identify triggers & environment		Identify	
<div>3. TRIGGERS<div>TR</div><ul style="list-style-type: none">BMI based food/diet plans will be provided for users.When obesity and consumption of unhealthy foods leads to health issues.</div>	<div>10. YOUR SOLUTION<div>SL</div><ul style="list-style-type: none">Our aim is to provide a fit and healthy life to our Customers.</div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div>8.1 ONLINE</div><p>Users can scan the food and get the nutrition value of the food they eat every day.</p><p>Follow people who give healthy and nutritious food recipes.</p></div>	

<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>They scared of declining health, so they get motivated towards eating healthy foods and move to healthy lifestyle.</div>	<div><ul style="list-style-type: none">Claire’s AI Driven Food Detection Model is used for getting accurate food identification and API’s to give the nutritional value of the identified food.</div>	<div>8.2 OFFLINE</div> <div>Notice people around you who follows healthy habits in both consumption of food and workouts.</div>
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