Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

Who is your customer?

- Experts, such as professional athletes and semi-pros.
- The average health-conscious enthusiasts
- Beginners or people who want to live healthier but need encouragement.

6. CUSTOMER CONSTRAINTS `CC`

What constraints prevent your customers from taking action or limit their choices of solutions?.
Customer have to be more patient and conscious in their eating habits

5. AVAILABLE SOLUTIONS `AS`

In traditional method users have to physically go out for fitness like gym and they need to spend money for their dietary plan. However, the AI- powered nutrition analyser for fitness enthusiasts application will help the end users by providing a proper dietery assessment which predict the nutrition content present in each food and also the app will be user friendly and ease to use

Explore AS, differential

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

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- The end users must be aware of their regular intake food.
- In order to maintain a healthy diet, one should know the nutrition content present in the food
- Burn the excessive calories ,if not which may lead to obese

9. PROBLEM ROOT CAUSE `RC`

What is the real reason that this problem exists? What is the back story behind the need to do this job.

Customers have to maintain a proper healthy diet which may leads to free from various many non communicable disease and many more health issues will be avoidable.

7. BEHAVIOUR `BE`

What does your customer do to address the problem and get the job done?

By using our fitness app daily one can easily know the nutrition content present in all kind of food which will be helpful for maintaining a healthy diet.

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

3. TRIGGERS `TR`

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

By Seeing their neighbour using fitness app to maintain a proper healthy diet instead of spending money to go for gym

10. YOUR SOLUTION `SL`

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.

The current solution is to build a AI-powered nutrition analyzer model using machine learning for fitness and dietary plan which will predict the accurate results

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE
What kind of actions do customers take online?
They can use the fitness app and rate the overall experience daily

8.2 OFFLINE
What kind of actions do customers take offline?
Intake of healthy food.

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?

Before: high blood pressure, depression, highly insecure, body shaming by others(obese)
After: become more healthy, fit and confidence