

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>Everyone over the age of 18 who wants to maintain their fitness and lead a healthy lifestyle. It also applies to both men and women.</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><div>Customers can't access our website owing to network problems and network flaws, as there are no further restrictions.</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div>Physical exercises and yoga are the existing practical solutions but most of the people are not ready to take up the solutions by themselves.</div></div>	Explore AS, differentiate	
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div><div>Not every people can afford an individual trainer or nutritionist in order to maintain fitness/healthy lifestyle. An application with all the features of a nutritionist is a better solution for this problem.</div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><div>People never worried about their health until a pandemic like COVID hit them. In this era, people are becoming weak due to the kind of food habits followed by them.</div></div>	<div>7. BEHAVIOUR<div>BE</div><div>Customers with questions about exercise, nutrition, or health will be listed in the Chatbox Once the customers are logged in, they provide details regarding their current</div></div>		Focus on J&P, tap into BE, understand RC
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Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div><div>Creating awareness to people through social media platforms. In -person awareness will help us get more users. Creating videos with the benefits of this app will trigger people to use our app.</div></div> <div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><div>Prior to using our program, customers would face insecurity and poor health. Customers who use our app report better health and higher levels of self-esteem.</div></div>	<div>10. YOUR SOLUTION<div>SL</div><div>We are planning to create an application which will be instructing the user regarding the amount of nutrition content in their food through image processing and we also suggest them few fitness activities based on their body conditions like taking account of their BMI, etc.</div></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div>8.1 ONLINE<div>Initially customers will scan the fruit/any other food item and our app in return will provide the analysis of the nutrition content in that food item.</div></div><div>8.2 OFFLINE<div>The user will follow physical exercises based on their body condition.</div></div></div>	Identify strong TR & EM	

