# What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

# What do they HEAR?
what friends say
what boss say
what influencers say

# What do they SEE?
environment
friends
what the market offers

# What do they SAY AND DO?
attitude in public
appearance
behavior towards others

- Simplifies your work
- Increasing your knowledge about workout plans
- It replaces the naïve foods and diet plans
- Accelerates your diet and workout plans
- Improving productivity and efficiency
- It improves quality and quantity

- Better approach toward self health development and fitness
- Easy and user-friendly
- Time Saving
- The cost for using this is less
- Preparations are simple to make
- It is far better than other food analysis techniques
- Clear food reports for better understanding
- Makes self health a daily and easy part of everyone's lives
- Great application for fitness enthusiasts
- It is far better than other food analysis techniques
- Know your foods and get to understand them more
- Effectively reduces the complexity of food based problems and give your body a great push!

- Instant Solution
- Provides data security
- The reduction of human risk by ensuring healthy lifestyle
- Sleek User Experience
- It eliminates a time - consuming process
- User - Friendly Application
- Multilingual Application
- Upgradation of the Industry with this Application
- Promoting a healthy lifestyle for the former
- Reduces health related problems such as obesity, diabetes and hear problems
- Useful Food recomendations
- People with no prior experience with diet plans and workout plans can access

- How can i Trust a app for my health
- Can you guarantee the accuracy of the data in the application
- Its such a good application for health aspirants and it will make their health routine far more efficient
- Can this application maintain and manage my daily diet and workout plans
- Ill try this one and finally get to feel how it is to be a fitness freak!
- Before worrying about switching diet plans this app stands as a great one

# PAIN
fears
frustrations
obstacles

- Trust the process
- A slight mistake made by the user adding data may affect many
- Some may fear "Does it actually works?"

# GAIN
"wants" / needs
measures of success
obstacles

- Self - working environment
- Suitable for every users
- Available around the clock