



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Fear of
doctors
overselling
diagnostics

Most of the
people has
reactive
mindset

Frustrated
with lack of
reliable
healthcare
system

If one is able to
maintain good
health there is
no need of
tracking body
vitals

Nothing fits
anymore

Family and
friends
maintaining
fitness

Exercise as
being too
much life
hard work

Future life
prospects
&opportunity

Conversion
rate

I lost this
much of
weight in x
weeks,on the
y diet

You have
gotta give
zumba a try

Have you
tried this
app?

Have you
tried running
or joining the
gym

I have a
naturally high
metabolism so
can get away
with what i want

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

I suppose I
ought to go
to the gym

Proactive
healthcare
is must

I have been
planning to get
my complete
body checkup
done, but have
been busy

Never mind
I'll do it
tommorrow
or later in this
week

PAIN

fears
frustrations
obstacles

Worried
about the
expensive
diet plans

Difficult to
monitor or
keep to track
of their fitness
activities

Concerned
about finiding
time to do
workout

GAIN

"wants" / needs
measures of success
obstacles

Wants a easy
&convenient
health
tracking
system

Peace of
mind and
physically fit

Improve
mental
health

What do they HEAR?

what friends say
what boss say
what influencers say