

What do they think and feel ?

What really comes
Major preoccupations
Worries and aspirations

Does the
ingredients
are identified
correctly ?

What if the
image
uploaded is
blurred ?

What will the
calculations of
the calories
will be
correct?

Eat
according to
the calories

Make sure
the images
are in good
quality

The
correctly
calculated
calories

Feedback
from the
application

App that
shows the
count of
calories

Identify
what type of
food it is

What do they see ?

Environment
Friends
What the market
offers

What do they hear ?

What friends say
What boss say
What influencers say

What do they say and do ?

Attitude in public
Appearance
behaviour towards others

PAIN

Fears
frustrations
obstacles

Unhealthy
life leads to
a lot of
problems

Following a
complete
healthy
routine

Stress due
to obesity
level

GAIN

Wants or Needs
Measures of success
obstacles

Body
metabolism
changes

Have good
life span

Healthy life
leads to
happy life

