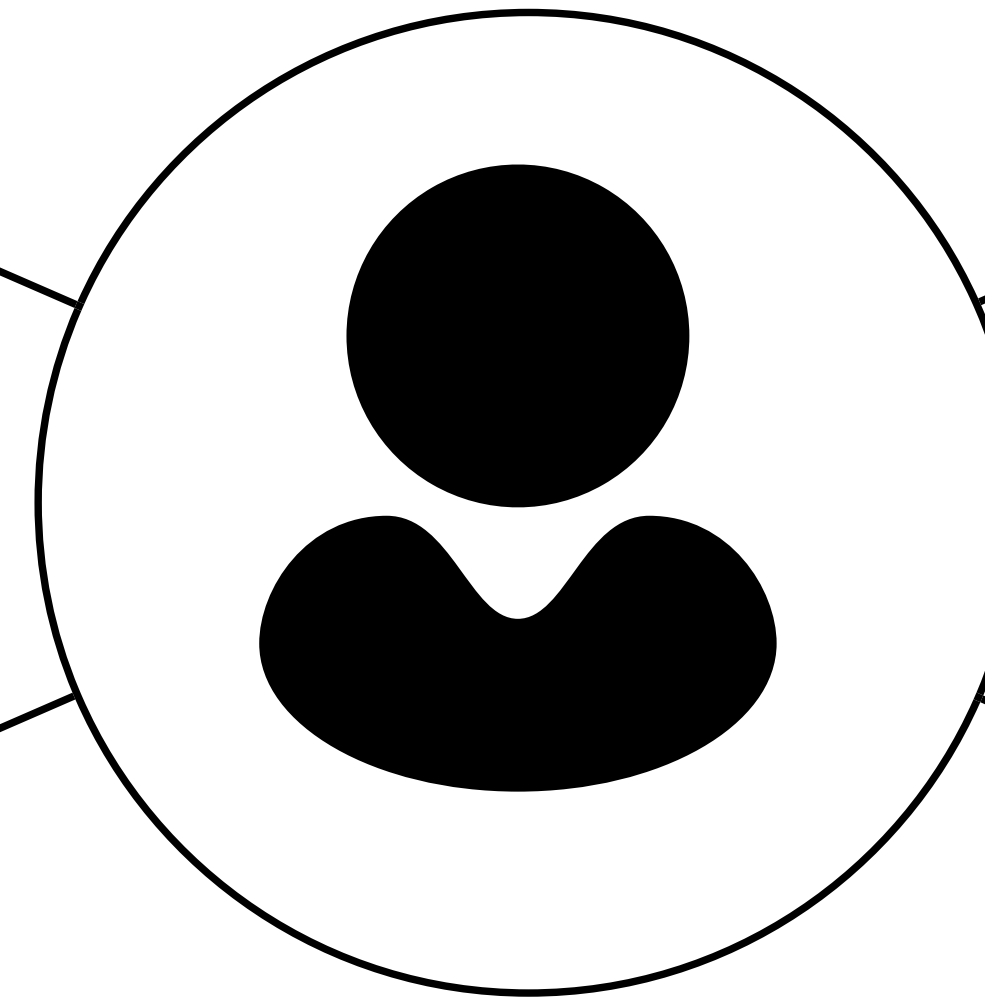


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they HEAR?

what friends say
what boss say
what influencers say

Healthy
Food

Weight
loss goal

Find
calorific
value of
food

Always refer
social media
about
nutrition of
fruits

Ask
doctors

Influenced
by seeing
lean or
healthy
people

Observing
like
something

Couldn't
mingle

Limited
friends

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Search
Internet for
healthy
food

Order food
without
knowing
nutritional
value of food

Order food
because of
lack of time

PAIN

fears
frustrations
obstacles

Get
unhealthy
food from
hotels

May receive
wrong
information
of calorific
value of food

No
weight
loss 🙄

GAIN

"wants" / needs
measures of success
obstacles

Healthy
Food

Maintain
health

Happy
Life