**GAINS**

* Easy one step destination to know abbot all ingredients, nutrition and calorific values
* Cost and time saving

**PAINS**

* Extensive searching to know about each ingredient
* Not knowing about the calorific value of the food they eat

**FEEL**

* Gets confused.
* Worried about calorie intake.
* Lose motivation to eat healthy and continues unhealthy eating habits.

**THINK**

* Cognitive load increases.
* Irritated.
* Confused.
* Not knowing what they want to need.

**USER**

**EMPATHY MAP**

**DOES**

* Every time surfs the internet for the ingredients and nutrition details.
* Asks to people who may know.

**SAY**

* Cannot Identify ingredients.
* Too much unrecognizable ingredients name.
* Calorific value or nutrients of the ingredients not known