

EMPATHY MAP

I wish I could continue

I can start again

I'm on a mission

I can burn more calories

Motivated

WHAT DO THEY THINK & FEEL?

Depressed

Why it is hard to follow

I wish I look like that

I want to be healthier

I've done it

Weight loss among friends and family

Nutrition does the 80% work

'Scary' Gym Equipment

No more cheat day

The end goal

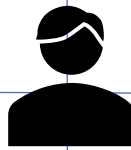
WHAT DO THEY SEE?

Opportunities of future life

Celebrities' fitness

Bicycling instead of motor cycling

Things that inspire more



Have you tried jogging?

You have higher natural metabolism

Have you tried salsa?

Obese?

WHAT DO THEY HEAR?

Skinny?

Have you used this app

Did you work out Regularly?

Have you been on diet?

I want to be in shape

I wish I could do that

Incomplete plans

It's difficult to go to the gym after a long day at work

WHAT DO THEY SAY AND DO?

I should research a lot

The costs must be substantial

I don't mind but I'll do it tomorrow or the following day

I can do this if I got my mind to it



PAIN

(Fears, Frustration, obstacles)

Not maintaining regular diet causes illness

Fear of mockery

Unable to follow the diet because of other medical conditions

Frustration of not getting in shape

GAIN

(Wants/needs, measures of success, obstacles)

The ability strength and willpower to take this new found confident

Routine weight checks and compliments from family and friends

Physical & medical fit

More nutrition healthy diet