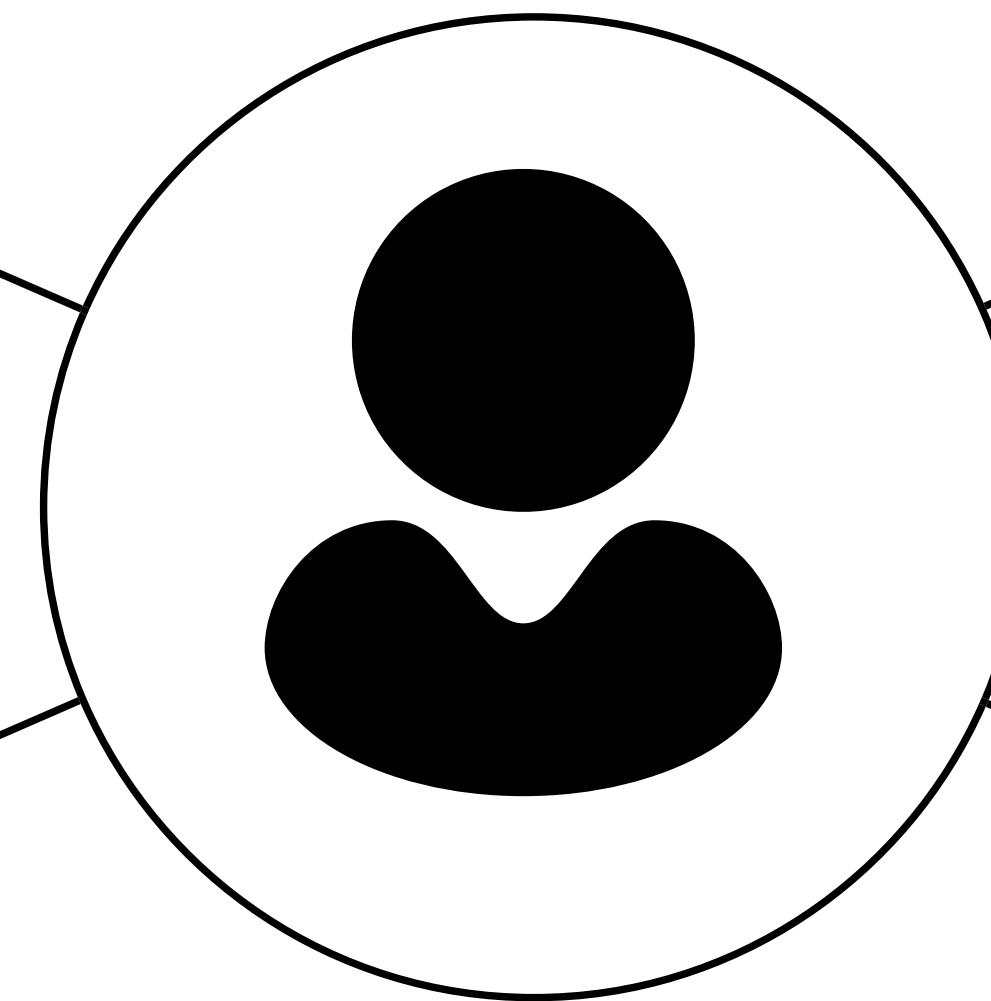


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



*What do they*  
**SEE?**

environment  
friends  
what the market offers

App that shows the count of calories  
Identify what type of food it is  
Feedback from the application

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

Ingredients count is taken  
Percentage of nutritional value is calculated  
Suggest some good ideas for healthy life

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

Eat according to the calories  
Make sure the images are in good quality  
The correctly calculates calories

Does the ingredients are identified correctly?  
Will the calculations of the calories will be correct?  
What if the image uploaded is blurred ?

**PAIN**

fears  
frustrations  
obstacles

Unhealthy life leads to a lot of problems  
Following a complete healthy routine  
Stress due to obesity level

**GAIN**

"wants" / needs  
measures of success  
obstacles

Healthy life leads to happy life  
Body metabolism changes  
Have good life span