



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

What do they
SEE?

environment
friends
what the market offers

Calorie Tracker is not available

Image quality affects the results

Google Assistant is better than this

Have you tried this app?

Just go to Gym

Is it accurate?

Is it user friendly?

Does it require any system specifications?

How much does it cost?

Does it really work?

Do they think I'm stupid?

Excited

Unsure

Comfort

Junk Foods

Temptations

Wholesale Discounts

Market Offers

Soft Drinks

Is it free or paid?

Does it allow user to download?

Is it better than other application?

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

May be the information not accurate?

Totally dependent on Internet

May be some food are not in list?

Essentials for Mute persons

Beneficial for Vegans

Information about our daily food