# EMPATHY MAP ON AI-POWERED NUTRITION ANALYZER FOR FITNESS ENTHUSIASTS

## What do they THINK AND FEEL?

- I am not motivated to workout when I am alone
- When I don't see results, I loose my motivation
- I don't have time to prepare good food

## What do they HEAR?

- I should aware not to hurt myself with unknown ingredients
- I it so difficult to stay on a diet plan
- I hear personal nutritionist are very expensive

## What do they SEE?

- I have back pain so I am not unsure which one suits me
- I always look on Google for generic foods in fitness
- I see lot of guys hurting themselves at gym with steroids

## What do they SAY AND DO?

- I used an App to get inspired
- I cook healthy food when I am free
- I am shy and I don't like to ask people for fitness tips

## PAIN

- The learning curve is pretty big
- Controlling urges for exotic food is a challenge
- Gaining trust is a tough task among people

## GAIN

- Exactly know the right amount for consumption
- Maintaining diet becomes a easy job
- Grands a healthier life choice