AI-Powered Nutrition Analyzer for Fitness Enthusiasts

Food is essential for human life and has been the concern of many healthcare conventions.Nutrition analyzer is the process of determining the nutritional content of food

Empathy map based on Nutritional analyzer application

What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

- Cognitive load increased
- Irritated Confused Ignore
- No rewards or no challenge to complete the task

What do they HEAR?
what friends say
what boss say
what influencers say

- Have you tried this app
- Have you tried running or joining the gym
- Have you seen lately? She's lost loads of weight

Fat Person

What do they SEE?
environment
friends
what the market offers

- Nutrition content present in all intake assessments
- Friends and families losing weight
- Get confused when see the too may numeric value in the app

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

- Take so much space and irritate by so many option and menu
- I am capable of doing this if i put my mind to it
- Only see to compare with previous day

PAIN
fears
frustrations
obstacles

- Worried about the expensive cost of joining gym
- Feels uncomfortable and unattractive
- After sometimes lost motivation to open the app

GAIN
"wants" / needs
measures of success
obstacles

- Can maintain a proper healthy diet
- Feel more confidence
- An opportunity to start living a new life