



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

what really counts  
major preoccupations  
worries & aspirations

need info  
about  
calories and  
nutrition

need some  
diet tips

would be  
better if its  
available  
anytime

saves most  
of the work

accurate  
information

free and  
good fitness  
tips

easy to  
access and  
user-friendly

good  
accuracy

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

more  
diverse  
informatton  
available

enter the  
food  
details

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

attitude in public  
appearance  
behavior towards others

set goal  
and alarms

specify  
weekly  
goals

*What do they*  
**SEE?**

environment  
friends  
what the market offers

**PAIN**

fears  
frustrations  
obstacles

limited  
number of  
information

cant  
connect to  
their fitbit  
watches

not much info  
during initial  
times about  
what the app  
offers

**GAIN**

"wants" / needs  
measures of success  
obstacles

easier  
navigation  
than actual  
convo with  
gym

single place  
for all diet  
tips and info

can feel  
good about  
the calorie  
intake