

What do they
THINK AND FEEL?

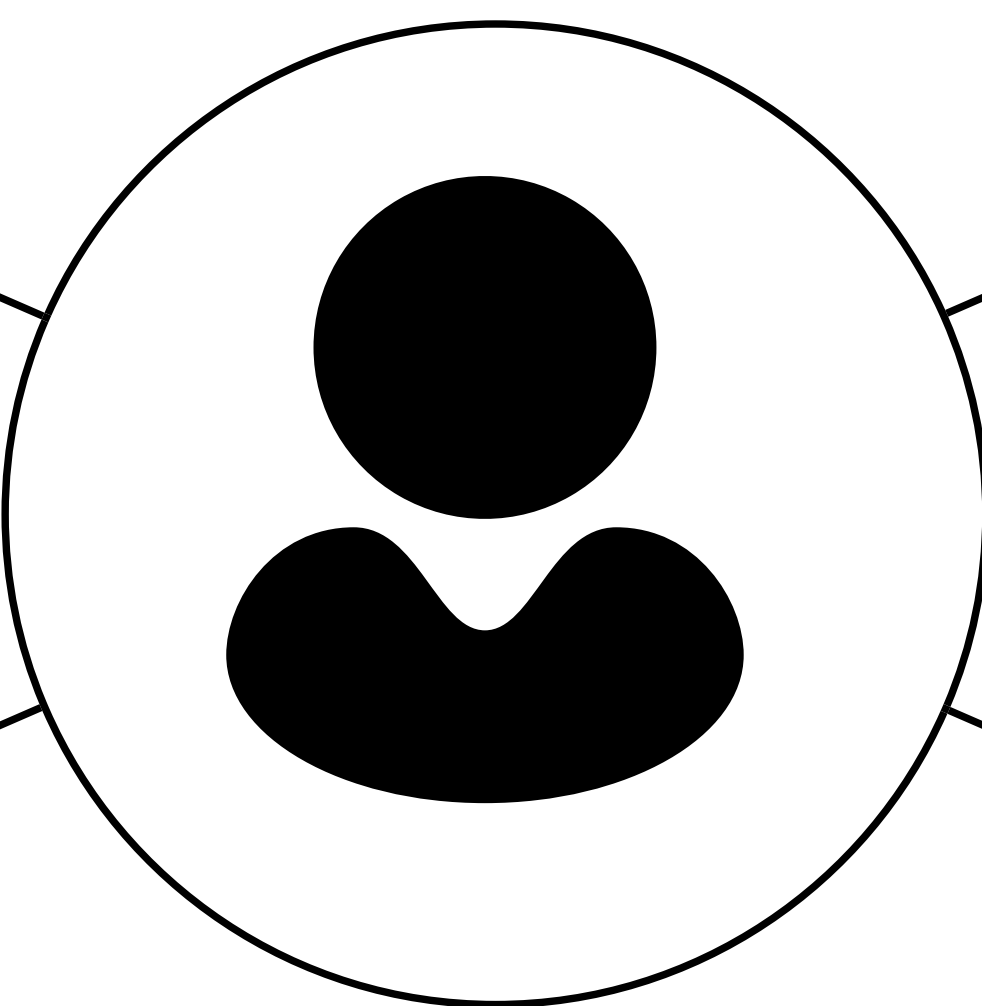
what really counts
major preoccupations
worries & aspirations

I want
nutritious
food

I want to
have a
healthy
meal

Will this tool
help me
analyse the
nutritions of
the food?

Will this provide
correct data
about the
contents of the
food?



What do they
HEAR?

what friends say
what boss say
what influencers say

This tool is highly
recommended
by google and
neighbours.

The nutritions
detected by this
too precise and
accurate.

This tool
consumes a
lot of data

View total
calories
consumed
per day

The nutrients
that are
available in
the food

Easy
accessible
and simple
UI

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Compare the
tool with other
similar tools for
better option.

Recommend
this tool to
friends and
family

Capture food
image and sends
the image to
nutrition analyser

Have food based
on the nutritions
detected by
analyser through
image

PAIN

fears
frustrations
obstacles

What if the
tool does not
analyse
properly?

What if the
app is too
complex to
handle?

What if the
dataset given
by the tool is
wrong?

GAIN

"wants" / needs
measures of success
obstacles

Rewards like
offers,coupons

Saves time by
not consulting
the nutrition
specialists

Updates about
what healthy food
they must have is
available all the
time