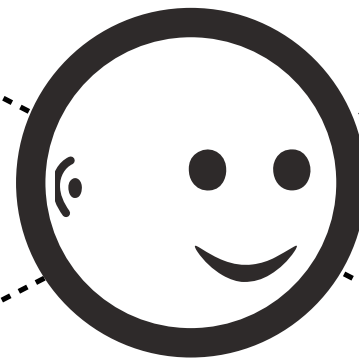


what does (s)he

# THINK & FEEL?

What really counts  
Major preoccupations  
Worries & aspirations



what does (s)he

# SAY & DO?

Attitude in public  
Appearance  
Behaviour towards others

Eating  
Desirable  
Food

Health  
conscious

Low Cost  
of food

Risk of  
Obesity

Nutrition  
centers

Nutritious  
Food  
Through  
Social media

Consultation  
of Doctor  
For diet

Market

what does (s)he

## SEE?

Environment  
Friends  
What the market offers

Nutritional  
information at the  
back of the  
packet

Proper Nutritious  
diet has to be  
followed to  
maintain a healthy  
life

If the person is  
obese then they  
should follow the  
diet

Self  
Health  
Care

what does (s)he

## HEAR?

What friends say  
What the boss says  
What influencers say

## PAINS

fears  
frustrations  
obstacles

Become  
very lazy

Causes  
many kinds  
of  
disorders

It may also  
leads to  
Death

This will help  
us to increase  
lifespan of a  
person

It helps to  
reduce  
obeseity and  
be active

Describe  
amount of  
calories  
present in the  
food

## GAINS

“wants”/needs  
measures of success  
obstacles