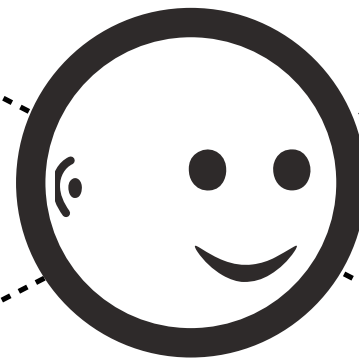


what does (s)he

THINK & FEEL?

What really counts
Major preoccupations
Worries & aspirations



what does (s)he

SAY & DO?

Attitude in public
Appearance
Behaviour towards others

Low Cost
of food

Risk of
Obesity

Nutrition
centers

Market

what does (s)he

SEE?

Environment
Friends
What the market offers

Nutritional
information at the
back of the
packet

Eating
Desirable
Food

Health
conscious

Nutritious
Food
Through
Social media

Consultation
of Doctor
For diet

Self
Health
Care

what does (s)he

HEAR?

What friends say
What the boss says
What influencers say

If the person is
Obese then they
should follow
correct diet

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



PAINS

fears
frustrations
obstacles

Become
very Lazy

Causes
many kinds
of disorders

It may also
leads to
Death

This will help us
to increase life
span of a
person

It helps to
reduce
obesity and
be active

Describe
amount of
calories
present in the
food

GAINS



“wants”/needs
measures of success
obstacles