



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Cant stop
eating fruits
but can eat on
measured
quantity

Inappropriate
analyzing
techniques

Healthy and
controlled
diet

What do they
SEE?
environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Lacks
confident on
food habits

Most likely
avoids fruits
due to
unknown
nutrition

Analyzing
application

Calculate
the
nutritients

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

Health
concerned

Need to
eat fruits

Also wants
to maintain
diet

Needs
nutrition
analyzer

PAIN
fears
frustrations
obstacles

Depression
due to over
nutrition
concern

May lead to
nutrition
problems

GAIN

“wants” / needs
measures of success
obstacles

Improved
health

Fruit
consumption
based on
nutrition
needed