

# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

## What do they HEAR?

what friends say  
what boss say  
what influencers say



## What do they SEE?



environment  
friends  
what the market offers

Customer  
Experience

Distribution  
Chain

Eat healthy  
and hygiene  
food

To track and  
take care of  
their health

Simple and  
moderated  
fitness  
tracking  
application

As an fitness  
application which  
focueses on  
customers health  
and diet plan

Creative  
implementation  
of AI in fitness  
domain

portable to  
use

User  
friendly

Free of  
cost  
application

Interactive  
and  
engaging  
with the user

High Level  
demandable  
project

Global  
newswire

Regular  
updates  
and bug  
free

Perfect  
analysis

Accurate  
Results

nutrition  
app

fruit nutrients  
can be easily  
accessed

stress and  
depression

Following  
a proper  
fitness  
plan

Prediction  
missing on  
new foods

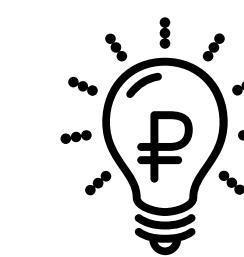
## PAIN

fears  
frustrations  
obstacles

May cause  
side effects  
due to  
changes in  
existing diet

May cause  
side effects  
due to  
changes in  
existing diet

Providing  
highly quality  
nutrient plan



## GAIN

"wants" / needs  
measures of success  
obstacles

Healthy  
and active  
lifestyle

Good result  
on weight  
gain?loss on  
weekly basis

Clean and  
elegant UI