

Is there any scope
for easy rectification
of errors?

what does (s)he

THINK & FEEL?

Is the data
given on
nutrition
levels
accurate?

The past nutritional
records

Does it have all
the necessary
features for
monitoring the
diet?

Is this
user-
friendly?

What really counts
Major preoccupations
Worries & aspirations

The presence
of
personalised
notification to
the user

Nutritional
articles

Perfromance
statistics

Newer
updates are
always in
place

Better Nutrition
Assistant
methodologies

what does (s)he

HEAR?

What friends say
What the boss says
What influencers say

what does (s)he

SEE?

Environment
Friends
What the market offers

Tasks and
responsibilities

Feedback
mechanisms
from the
users

Accurate prediction
of calories and other
fats in the diet

what does (s)he

SAY & DO?

sharing the
statistics with
friends and
well wishers

There is no
need for web
searching of
foods

Presence of a
seperate section
for Vegan and
Non-vegan
foods

Attitude in public
Appearance
Behaviour towards others

Just a picture of
the food gives
the entire
nutritional data

PAINS

fears
frustrations
obstacles

Improper
results for
poor photo
quality

It takes quite
longer time to
talk to the
customer
service

It consumes
more storage
space

Provides
complete
information
about the
food

Quicker
results

Easily
understandable
by everyone

GAINS

“wants”/needs
measures of success
obstacles