

# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



Nutrition Assistant  
Application is  
necessary since  
many people  
living in polluted  
environment.

Can be  
accessed  
anytime  
anywhere.

Information  
about calories  
of a specific  
food should be  
genuine.

Measuring Water  
consumption  
feature and sugar,  
fat control features  
can be added.

Nutrition application  
will remain popular  
for many years  
because majority  
people highly  
interested in pursuing  
good health  
condition.

Market for calorie  
software is  
estimated that it  
will grow  
significantly in the  
forecasted period  
2022-2030.

Advancements of  
technologies created  
too much relaxed  
conditions to people  
and results in global  
obesity and obesity  
related problems

Since technology is  
unavoidable, so with  
the help of  
technology we are  
going to prevent  
obesity related  
disease and create  
healthy environment.

# What do they SEE?

environment  
friends  
what the market offers

Diamond  
cuts  
diamond.

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

To eat is  
necessity, but to  
eat intelligently  
is an art. So  
track calories.

Calories to  
health is like  
salt to food. Too  
much or nothing  
is dangerous.

"Tell me what  
you eat, and i  
will tell you  
what you are."

Different diet  
plans because  
of different  
body conditions  
of many users.

Notifications and  
alerts through e-mail  
about the required  
consumption of  
calorie per day for  
user to maintain  
health.

Tracking  
calories  
from food  
Images.

## PAIN

fears  
frustrations  
obstacles

Regular  
updation of  
different food  
and their calorie  
information.

Scalability and  
flexibility on  
differnt styles of  
food in different  
parts of world.

Checking  
and fixing  
bugs at  
regular  
interval.

## GAIN

"wants" / needs  
measures of success  
obstacles

Easily  
monitoring  
calorie intake  
and making  
diet plan  
accordingly.

Identifying  
foods that  
suits your  
body.

Helps to earn  
one of the  
precious  
asests of life  
(i.e) health.

# What do they HEAR?

what friends say  
what boss say  
what influencers say

Friendly  
User-  
Interface.

Require large  
data base  
because of  
varieties of  
food.

Difficult to predict  
the calorie of a  
food precisely  
since it was also  
dependent on  
quantity of food.

Need not  
dependent  
on third  
person.