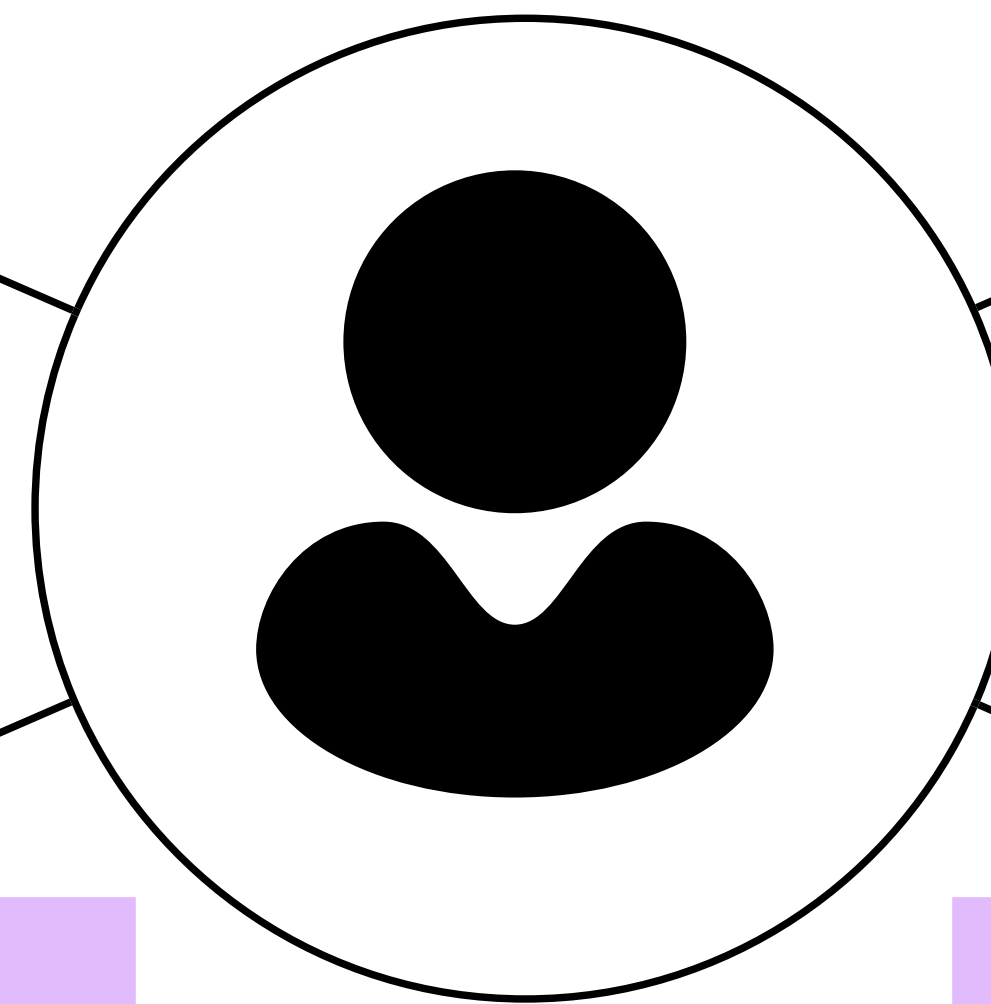


What do they THINK AND FEEL?

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

PAIN

fears
frustrations
obstacles

Fear about
Result

Changes in
the body
makes it
difficult to
continue

Feeling
Anxious
and
Stressed

GAIN

"wants" / needs
measures of success
obstacles

Healthy
lifestyle

Feeling
Mentally and
physically
better

Gains
confidence

How can I
lose weight
safely?

I wish I can
burn
calories

Can I start
over again?

Getting
depressed

Focusing on
future than
present will
lead to anxiety

Have you
tried doing
exercise?

Are you
having plenty
of fruits and
vegetables?

Have you tried
using an app to
track your
calorie intake?

Set
meaningful
goals

Are you
planning
your meals?

I should
reserach

Its very
difficult to
follow

I wish I can
be slim

Incomplete
plans

When will I
look slim

Can I cheat
on my diet
for one day

Being
grateful

Looking for
motivation

Healthy
lifestyle

Energy you
need to keep
active
throughout
the day

Better
success

Wanting to
cheat on
their diet

Increase in
stress level
and feeling
anxious

Encouragement
from our loved
ones

Being more
cheerful

Happy
when their
hardwork
pays off