



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- I want to be Healthier and need a confidence boost.
- It's easy to find the calories and protien of my food.
- It helps to find and maintain my Body Mass Index.

- I'm so out of shape!
- Nothing fits me!!
- I'm on a Mission!

What do they HEAR?

what friends say
what boss say
what influencers say

- Have you tried running or joining the Gym?
- Did you consult any doctors?
- Did you consume any supplementary products?

What do they SEE?

environment
friends
what the market offers

- Nutrition Analyzer app is user friendly
- I can see the difference in my body
- Too many useless features in fitness platforms.

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

- My stamina is decreasing, Need to start working out.
- Searches for fitness tips in online.
- Can't afford a personal trainer.
- Useful to plan a healthy diet

- Sometimes I ask other people to show me the right way.
- I cook healthy food with the help of nutrition analyzer app
- I often order food from my favorite restaurant but I don't know the nutritional value of the food.

PAIN

fears
frustrations
obstacles

- Can't eat fried food or drink soda.
- Personal training is expensive and intimidating.
- Meal plants and nutritional instructions are not customizable.

GAIN

"wants" / needs
measures of success
obstacles

- Cost-effective
- Options to select a workout based on your preference.
- Muscle building makes feel good.