Empathy Map Canvas

NUTRITION ASSISTANT APPLICATION

1 Who are we empathizing with?

Obese people who are trying to take the healthy food with good nutrition value and low calorific value to maintain and reduce their weight.They are the final decision makers in the nutrition assistant application

GOAL

2 What do thy need to DO?

*People would like to intake the food with best,healthy and rich in nutrient value.They need to make sure that they intake all the nutrients and is taken regularly.
They need timely guidance on whether they are taking healthy and good nutrition value in the food*

7 What do they THINK and FEEL?

PAINS

*People need timely guidance on a scientifically planned,nutritious,tasty,easy to prepare and allergy-free food items inorder to make them healthy and also redue their obesity.
wooried about allergic food items*

GAINS

*Find information about the nutritional value of the meal
Find the meals with nutritional value that the people mostly likes.
Measuring and estimating the quantity for intake energy gained after consumption of each meal
Healthy life style with the help of the application*

What other thoughts and feelings might motivate their behavior?

3 What do they SEE?

*App based nutrition based dashboard system
Analyse real time images of meal and Analyse the nutrition content*

6 What do they HEAR?

High nutrition content with less calories are safer and healthier than packed food items which have more cholesterol.Friends and families guide them to eat the high nutrition content food which make them more confusing.Hear a lot about food allergies

4 What do they SAY?

*"People Strongly believe that less calories food are healthier for obese people"
They are very choosy about his food
"Not sure whether they are getting a balanced diet with right quantity and right nutrients".
"How much amount of nutrients should the obese people need to intake?"*

5 What do they DO?

MOst of the people are taking the food which they feel safer with regards to nutrition value,but at the same time,they are worried about the quantity,nutrition content,calories,etc. Also they have to constantly get guidance from their neighbours and relatives.