

Fast and reliable

May end up spending lots of money

Ends up spending lots of time

To develop a user friendly application

Being knowledgable about the nutritional content

Frustrated about the numerous different information over the same topic

Look for a popular guidance source

Surf on internet looking for Nutritional guidance source

Empathy Map Canvas

Gain insight and understanding on solving customer problems.

1

Build empathy and keep your focus on the user by putting yourself in their shoes.



Will there be someone to guide me?

Will I end up getting false information

Will it be a reliable source.

Will i get customized recommendations

Available anywhere anytime

Will efficient app require subcription

Internet is not a reliable source

Virtual apps cannot always provide accurate guidance

A reliable source to see Nutritional values

User friendly

Is it recommended by the doctors