Empathy Map

What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations
Need industry standard Nutritionist
Nutrition apps are not friendly
Still want to have a trainer
Anxious to use fitness app
Will not give you expected results
We have to pay more for nutritionist
When I do not see the results, I'm not motivated to do them.
Workout details are not tos the standards
Blogs and recipes
What do they HEAR?
what friends say
what boss say
what influencers say
These are waste of time
We are not aware of proper diet
Ads in the market
I always use youtube to find a new diet plan or to know how to prepare a diet plan
What do they SEE?
environment
friends
what the market offers
Ads in the market
What do they SAY AND DO?
attitude in public
appearance
behavior towards others
I want to do workout from home
I'm shy and don't like to ask other people to give me a diet plan
I want industry standard workout
Logged into a fitness app
Browses and explores the workout routine
Tries to do workout routine at home
PAIN
fears
frustrations
obstacles
Is it efficient?
Does it affect my routine life?
We don't find a reasonable nutritionist
GAIN
"wants" / needs
measures of success
obstacles
I want trainer on my mobile
Get proper nutrition analyst
diet plans based on individual health
Comfortable and confident