Empathy map

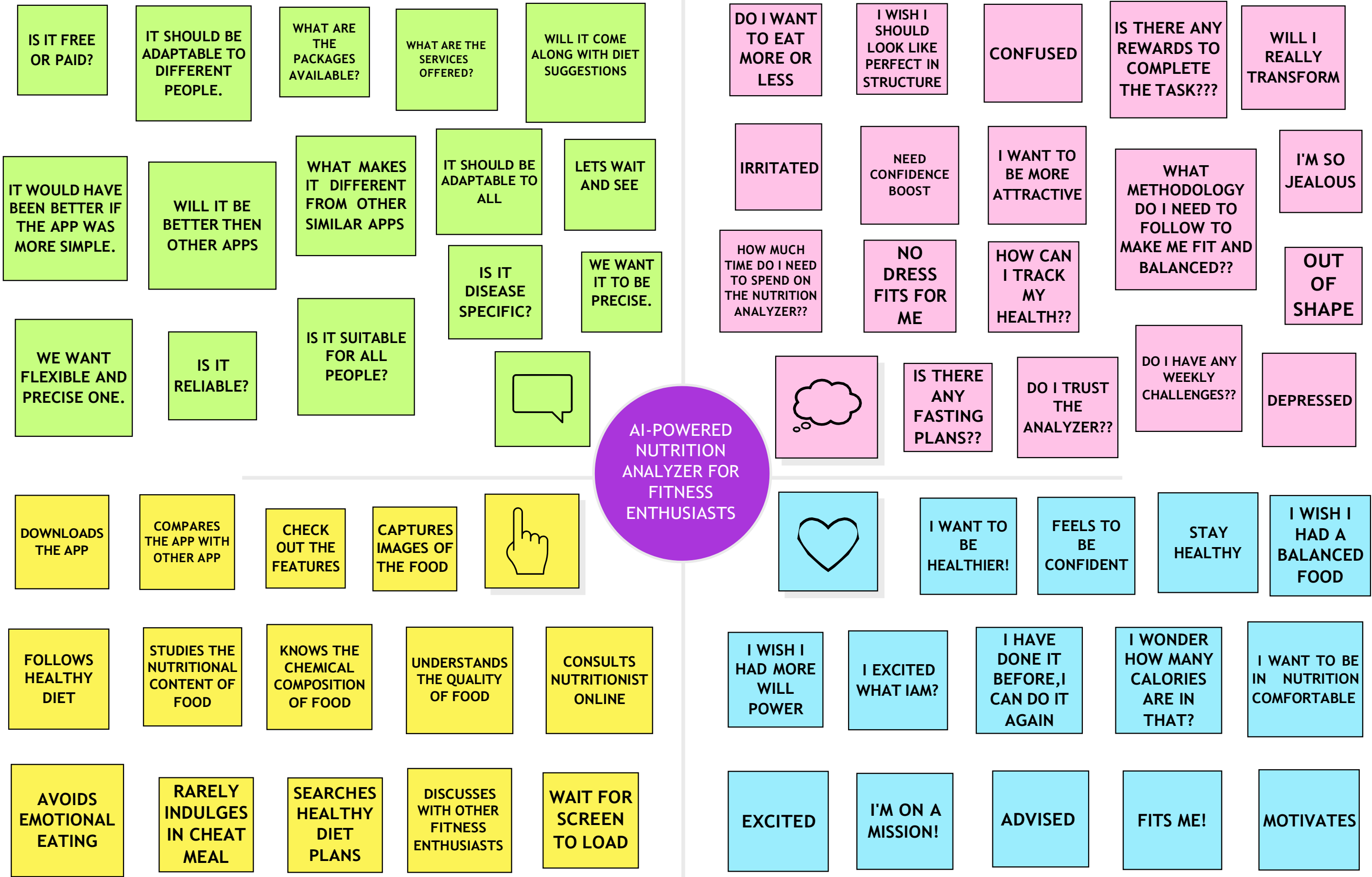## TAKE NUTRITION INTO YOUR OWN HANDS 🍴

Build empathy

Nutritional analyser does the process of determining the nutritional content of food that provides information about the chemical composition, processing, quality control and contamination of food.

Says

What have we heard them say? What can we imagine them saying?

- IS IT FREE OR PAID?
- IT SHOULD BE ADAPTABLE TO DIFFERENT PEOPLE.
- WHAT ARE THE PACKAGES AVAILABLE?
- WHAT ARE THE SERVICES OFFERED?
- WILL IT COME ALONG WITH DIET SUGGESTIONS
- IT WOULD HAVE BEEN BETTER IF THE APP WAS MORE SIMPLE.
- WILL IT BE BETTER THEN OTHER APPS
- WHAT MAKES IT DIFFERENT FROM OTHER SIMILAR APPS
- IT SHOULD BE ADAPTABLE TO ALL
- LETS WAIT AND SEE
- IS IT DISEASE SPECIFIC?
- WE WANT IT TO BE PRECISE.
- WE WANT FLEXIBLE AND PRECISE ONE.
- IS IT RELIABLE?
- IS IT SUITABLE FOR ALL PEOPLE?

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

- DO I WANT TO EAT MORE OR LESS
- I WISH I SHOULD LOOK LIKE PERFECT IN STRUCTURE
- CONFUSED
- IS THERE ANY REWARDS TO COMPLETE THE TASK???
- WILL I REALLY TRANSFORM
- IRRITATED
- NEED CONFIDENCE BOOST
- I WANT TO BE MORE ATTRACTIVE
- WHAT METHODOLOGY DO I NEED TO FOLLOW TO MAKE ME FIT AND BALANCED??
- I'M SO JEALOUS
- HOW MUCH TIME DO I NEED TO SPEND ON THE NUTRITION ANALYZER??
- NO DRESS FITS FOR ME
- HOW CAN I TRACK MY HEALTH??
- OUT OF SHAPE
- IS THERE ANY FASTING PLANS??
- DO I TRUST THE ANALYZER??
- DO I HAVE ANY WEEKLY CHALLENGES??
- DEPRESSED

AI-POWERED NUTRITION ANALYZER FOR FITNESS ENTHUSIASTS

Does

What behavior have we observed? What can we imagine them doing?

- DOWNLOADS THE APP
- COMPARES THE APP WITH OTHER APP
- CHECK OUT THE FEATURES
- CAPTURES IMAGES OF THE FOOD
- FOLLOWS HEALTHY DIET
- STUDIES THE NUTRITIONAL CONTENT OF FOOD
- KNOWS THE CHEMICAL COMPOSITION OF FOOD
- UNDERSTANDS THE QUALITY OF FOOD
- CONSULTS NUTRITIONIST ONLINE
- AVOIDS EMOTIONAL EATING
- RARELY INDULGES IN CHEAT MEAL
- SEARCHES HEALTHY DIET PLANS
- DISCUSSES WITH OTHER FITNESS ENTHUSIASTS
- WAIT FOR SCREEN TO LOAD

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

- I WANT TO BE HEALTHIER!
- FEELS TO BE CONFIDENT
- STAY HEALTHY
- I WISH I HAD A BALANCED FOOD
- I WISH I HAD MORE WILL POWER
- I EXCITED WHAT I AM?
- I HAVE DONE IT BEFORE,I CAN DO IT AGAIN
- I WONDER HOW MANY CALORIES ARE IN THAT?
- I WANT TO BE IN NUTRITION COMFORTABLE
- EXCITED
- I'M ON A MISSION!
- ADVISED
- FITS ME!
- MOTIVATES