

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



MENU
WITH
HEALTHY
RECEIPIES

MAINTAINING
THE
CALORIES
LEVEL

THINGS TO
BE
FOLLOWED
IN ORDER

What do they SEE?

environment
friends
what the market offers



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

HARD TO
FOLLOW
DIET

DIFFICULT
TO FIND
THE FOOD
IN
INTEREST

GAIN

"wants" / needs
measures of success
obstacles

FEELS
HEALTHY

EASY
DIET TO
FOLLOW

INCREASE
THE
RESULT
WE
OBTAIN



What do they HEAR?

what friends say
what boss say
what influencers say



I NEED
TO PLAN
MY DIET

I DON'T
KNOW TO
BURN
CALORIES

DOESN'T
WANT
JUNK
FOOD

WHAT
SHOULD
I EAT
TODAY

DOES IT
WORK

DO YOU
FOLLOWING
DIET
PROPERLY

SHARE
YOUR
FEEDBACK

