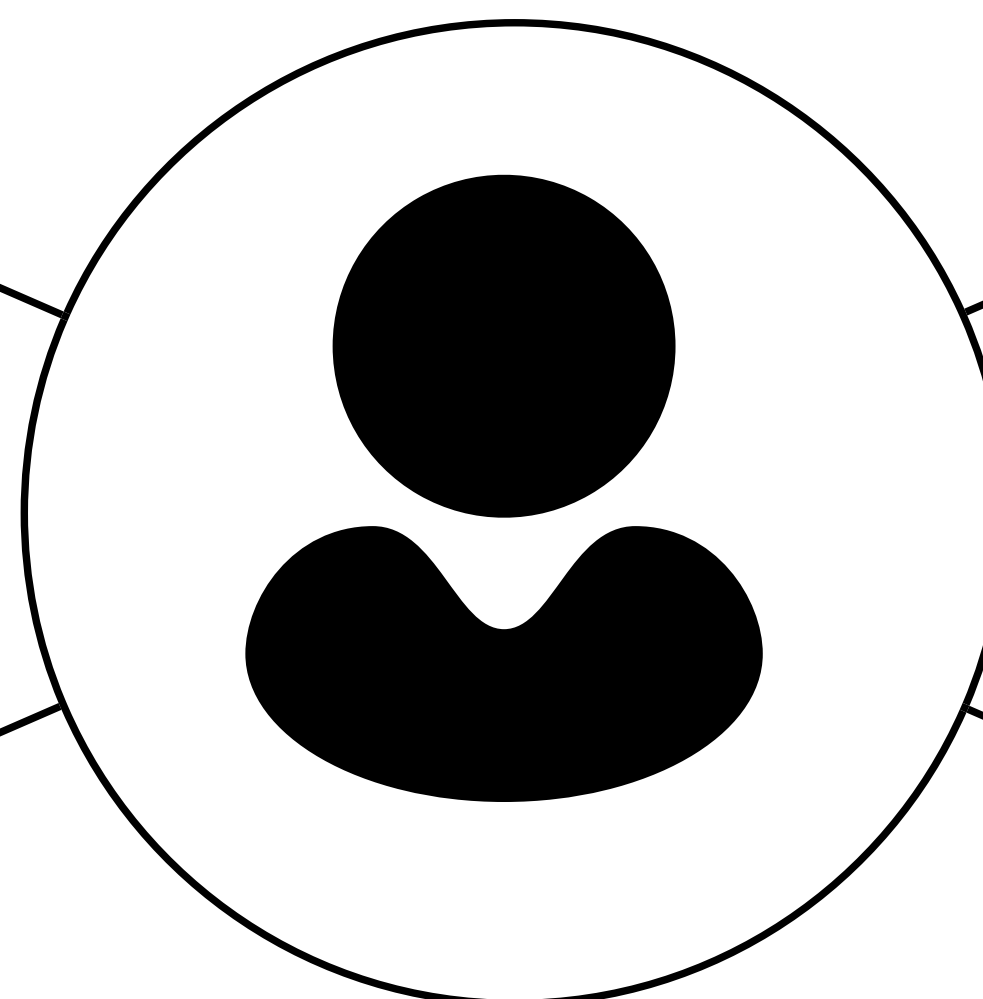


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
HEAR?

what friends say
what boss say
what influencers say

What this dish look like?
Annoying
What could I eat today?

There are Many Food Selections
It looks amazing
Can check your calories in every food

What do they
SEE?

environment
friends
what the market offers

MENU
Doesn't know about some of the nutrients
Foods with exaxr calories

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Pick the right food with right calories
Looking for food that matches interest
I couldn't find the food that i want

PAIN

fears
frustrations
obstacles

Sometimes incorrect nutrients in food
Doesn't show correct amount of calorie
Looking for the food that matches interest

GAIN

"wants" / needs
measures of success
obstacles

Accuracy
Healthy
Comfortable