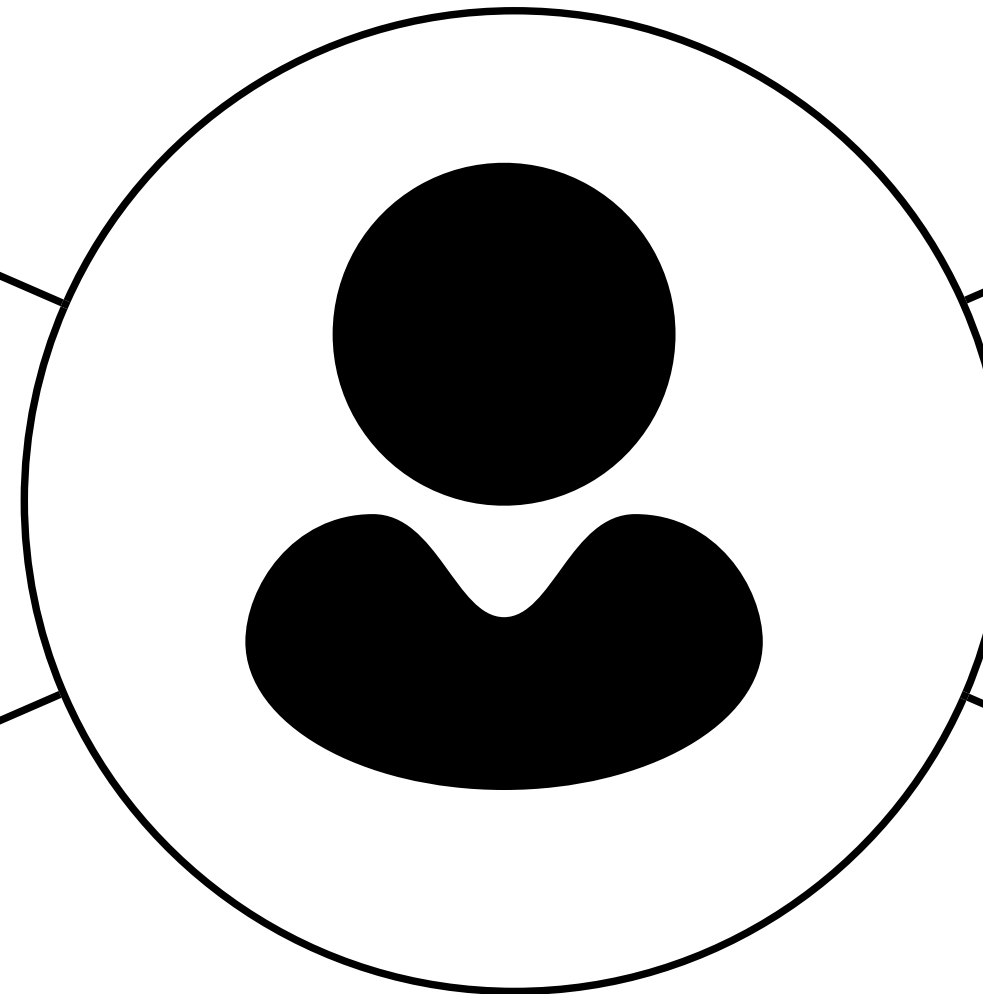


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
HEAR?

what friends say
what boss say
what influencers say

There are
Many Food
Selections

It looks
amazing

Can check
your calories
in every
food

Pick the
right food
with right
calories

Looking for
food that
matches
interest

I couldn't find
the food that i
want

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

What do they
SEE?

environment
friends
what the market offers

MENU

Doesn't know
about some
of the
nutrients

Foods with
exact
calories

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