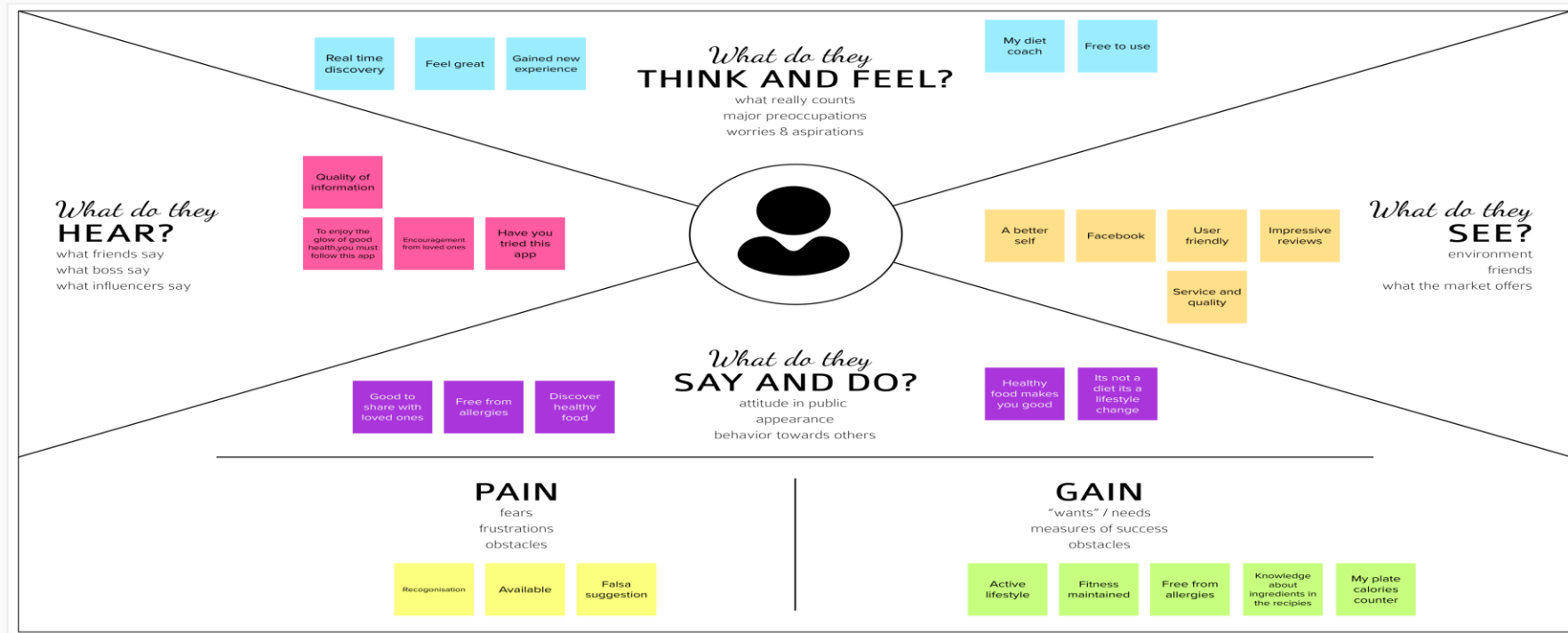# NUTRI ASSISTANT

Gain insight and understanding on solving customer problems.

1

Build empathy and keep your focus on the user by putting yourself in their shoes.

Share your feedback

What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

- Real time discovery
- Feel great
- Gained new experience
- My diet coach
- Free to use

What do they HEAR?
what friends say
what boss say
what influencers say

- Quality of information
- To enjoy the glow of good health.you must follow this app
- Encouragement from loved ones
- Have you tried this app

What do they SEE?
environment
friends
what the market offers

- A better self
- Facebook
- User friendly
- Impressive reviews
- Service and quality

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

- Good to share with loved ones
- Free from allergies
- Discover healthy food
- Healthy food makes you good
- Its not a diet its a lifestyle change

PAIN
fears
frustrations
obstacles

- Recogonisation
- Available
- Falsa suggestion

GAIN
"wants" / needs
measures of success
obstacles

- Active lifestyle
- Fitness maintained
- Free from allergies
- Knowledge about ingredients in the recipes
- My plate calories counter

PROBLEM STATEMENT

preethi   is a/an   Pregnant lady
————————————————   ————————————————————————
user name   user characteristics

who needs   300 extra calories each day
              ——
                              user need

because   She need to maintain a healthy pregnancy
           ——.
                              insight

PROBLEM STATEMENT

arjun   is a/an   Fitness freak

user name   user characteristics

who needs   to know about his meals contains high calories or not

user need

because   he need to burn calories .

insight

PROBLEM STATEMENT

Ashvanth _____ is a/an Allergic person _____

            user name   user characteristics

who needs To know about whether his meal contain dairy products or not _____

                                                       user need

because He is an lactose intolerance person _____.

                                                       insight

PROBLEM STATEMENT

sundar is a/an traveller

user name

user characteristics

who needs To know about his food ingredients instantly

user need

because He should be mindful not to overindulge during his trips .

insight