

What do they
THINK AND FEEL?

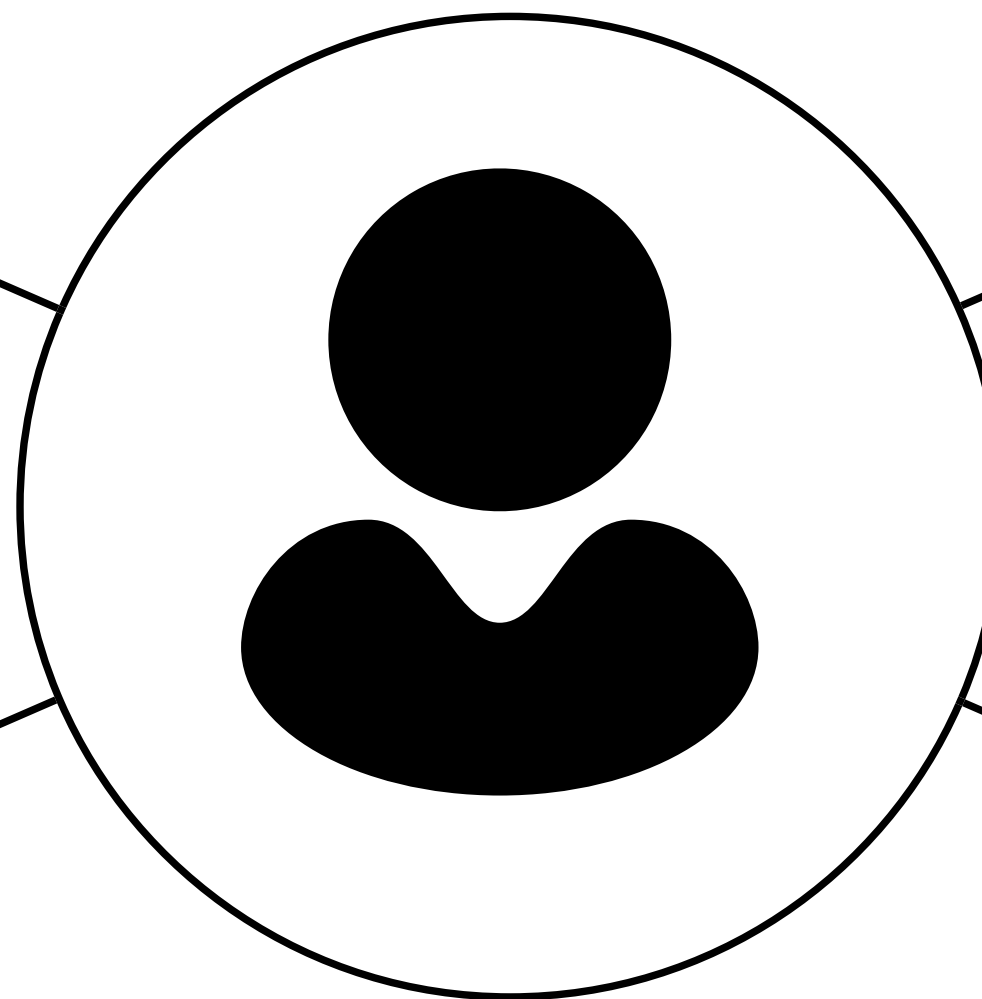
what really counts
major preoccupations
worries & aspirations

Is the
prediction
accurate?

Is it
trustworthy?

Can it
predict all
types of
food
products?

Insufficient
food due to
unavailability
of raw
products



What do they
HEAR?

what friends say
what boss say
what influencers say

Affordable
price

Fresh
products

Customer
satisfaction

Good
product
quality
leads to
good food

Trusted
food
products

Paves way for
bulk orders
when price is
low and food
product quality
is guaranteed

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

High
growth
rate in
food
industry

Influence
other food
providers

Ensures
good
quality of
raw
materials

PAIN

fears
frustrations
obstacles

Inaccurate
prediction of
accuracy
leads to
mistrust

Consumers
and providers
will both get
affected

Difficulty
in
achieving
high
accuracy

GAIN

"wants" / needs
measures of success
obstacles

Large amount
of data could
be extracted
from
restaurents

High
accuracy
in
prediction

Saves time as
well as
reduces
wastage of
food
products