

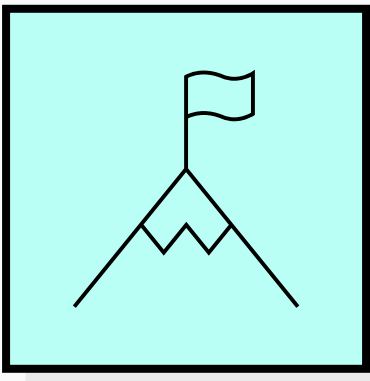
WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

To follow proper nutrition

What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?



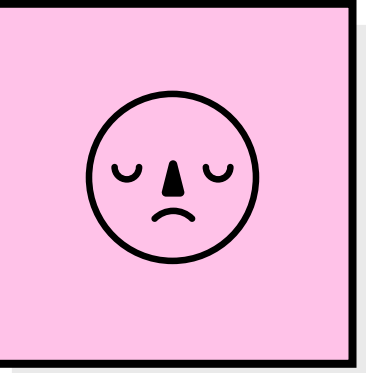
What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

What do they THINK and FEEL?

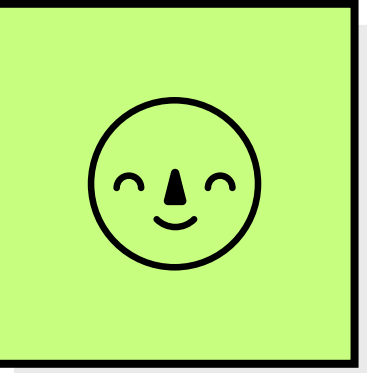
LOSS

What are their fears, frustrations, and anxieties?



PROFIT

What are their wants, needs, hopes, and dreams?



Diet trial

Body shaming

Be you

Have meal on time

Parents

Friends

Scared of failure

Helpless

Feeling low

pessimistic thoughts

Mental health affected

Peer time

Optimism

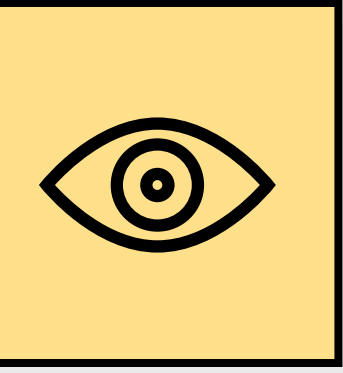
Be motivated

Braveness

Easy going

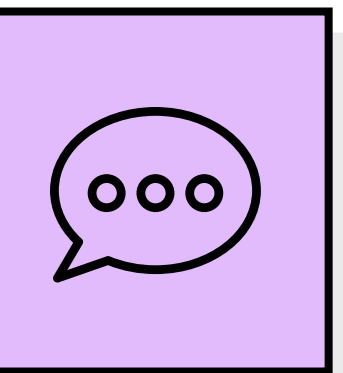
Betray

Body fat



What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?



What do they SAY?

What have we heard them say?
What can we imagine them saying?

Don't skip any meal

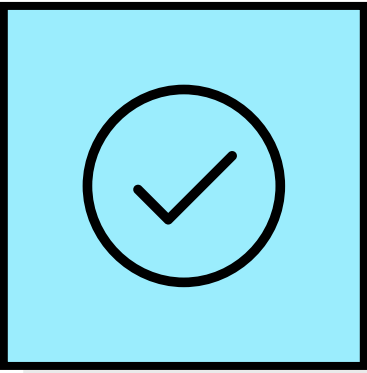
Failing for mesmerized talks

Suppose to workout

Postpone work

Withdraw incomplete jobs

Drop the resolutions taken



What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

Peer pressure

Disrespecting initiatives for better health