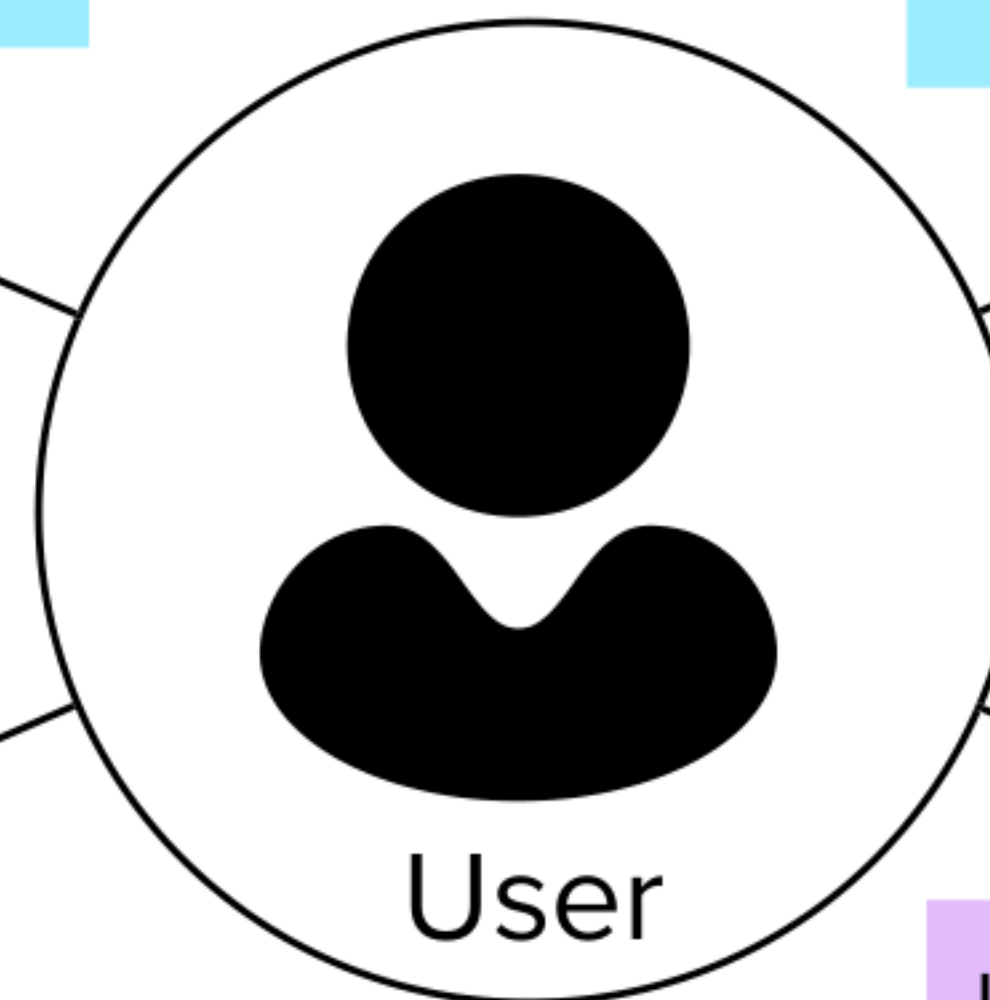


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

What do they SEE?

environment
friends
what the market offers

What do they HEAR?

what friends say
what boss say
what influencers say

Not showing
want he/she
want

what should
i eat today?

I am hungry but i
don't have time
to search the
nutrition guide

If there is Many
Ad in between
Searching
means we lose
out Data!

After sometime
lose motivation
to open the
application

Too many data
seen and get
confused what
data she/he
want!

I had like to
know what
people
experienced

please don't
lecture me

Is there
any Menu
without
photos

Deliver
doesn't have
enough
changes

to get result
want to load
again and
again

If i have any
trouble in
uploading
my picture

Spend 20
mins scrolling
and quit at th
end

Looking for
food that
matches
interest

only see to
compare with
previous day

Take so much
space irritate
by too many
option

Excellent
User
Interface to
Work

Easy to
upload our
Own images
in that
application

Correct
Information
deliverables

There are
many food
selections
based on our
search

I like that
application
...

PAIN

fears
frustrations
obstacles

Hard to Find
their food
items

Hard to
capture the
picture the in
that
application

Looking for
food that
matches
interest

GAIN

"wants" / needs
measures of success
obstacles

Comfortable
to use that
application

Accurate
results are
showing

More secure
way