


# NUTRITION ASSISTANT APPLICATION

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## *What do they* THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

**develop  
health**

**time  
saving**

**social  
media**

**calories  
count**

**nutrients  
composition**

## *What do they* SEE?

environment  
friends  
what the market offers

## *What do they* SAY AND DO?

attitude in public  
appearance  
behavior towards others

**fitness  
guide**

**cost  
effective**

**maintain  
diet plan**

**user  
friendly**

**health  
partner**

## *What do they* HEAR?

what friends say  
what boss say  
what influencers say

**corpulence  
reducer**

**salwartness  
fanatic**

**Is it  
precise?**

**going  
over  
food**

## PAIN

fears  
frustrations  
obstacles

**recognition  
fault**

**language  
obstacle**

## GAIN

"wants" / needs  
measures of success  
obstacles

***convenient***

***economical***

***discerning***

***become  
aware***