

what does (s)he

THINK & FEEL?

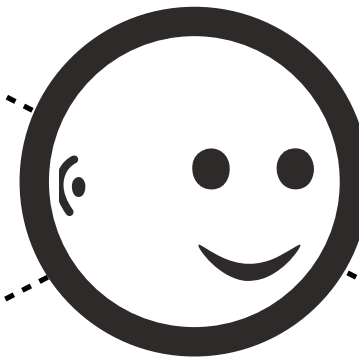
What really counts
Major preoccupations
Worries & aspirations

My data
privacy

Application
is Right

Trust
Issues

Notification
Alerts



Person's
Details

Nutrition
Types

what does (s)he

SEE?

Environment
Friends
What the market offers

Features
Available

what does (s)he

SAY & DO?

Attitude in public
Appearance
Behaviour towards others

Compare
Doctor's
Suggestions

Enquire
results
from users

Collect
More
Details

View
the App

what does (s)he

HEAR?

What friends say
What the boss says
What influencers say

Service
support

Premium
or Free

Are the
suggestions
Relevant?

Kind of
Foods
Suggested

Suggestion
Accuracy



PAINS

fears
frustrations
obstacles

Side
Effects

Budget
Factor

Nutrition
Changes

Time
Sense

Healthy
Lifestyle

Easy
Access

GAINS



"wants"/needs
measures of success
obstacles