| Title | AI powered nutrition analyzer for fitness enthusiasts |
|---|---|
| College Name | AVS College of Technology |
| Team Id | PNT2022TMID42147 |

**Ideation Phase**
**Empathize & Discover**

# EMPATHY MAP



What does he THINK AND FEEL?

Increasing your knowledge about nutrients

- what really counts
- major preoccupatiens
- worries & aspirations

They think like unprocessed food is healthiest

There is no perfect diet for anyone

User friendly

Better than Nutritionist's advice

What does he HEAR?

- what friends say
- what boss say
- what influencers say

Look smart and healthy

Time Saving

Promotes a Health lifestyle

What does he SEE?

It seem like it is best for all types of people

- enviroment
- friends
- what the market offers

Instant Solution

What does he SAY AND DO?

How can I trust an app for my health decisions?

- attitude in public
- appearance
- behavior towards others

Make your day productive

Can you guarantee the accuracy of this application?

Pain

- fears
- frustrations
- obstacles

Feeling lazy and stressed

Reduces the nutritionist's work

Reduces the interaction between humans

Enhanced physical and mental health

Exploring more nutrition patterns

Gain

- "wants" / needs
- measures of success
- obstacles

Maintain a healthy diet