

3

What do they HEAR?

What are they hearing others say?

What are they hearing from friends?

What are they hearing second-hand?

What are they hearing from colleagues?

It's hard

to follow

a routine.

Dieting is

expensive.

# 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?

> Person(s) with financial difficulties.

People(s) who want to live healthy.

# **GOAL**

Need to have successful working routine to get the job done.

#### 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?

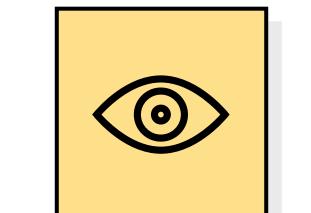


Need to be

Certain healthy foods are expensive.

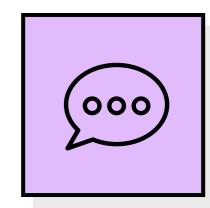
# consistent.

Unavailability of resources.



# 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 magine them saying?

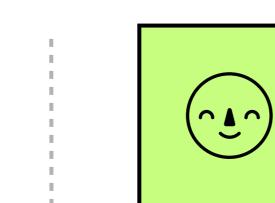
Certain foods are hard not to like although they aren't "good" for you.

> Similar routine daily (Same breakfast, same dinner)

# What do they THINK and FEEL?

### **PAINS**

What are their fears, frustrations, and anxieties?



#### **GAINS**

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

People should stick to eating only fresh, organic food for the sake of good health.

To be healthy and fit.

> To have confidence by being healthy.

important in influencing my diet.

Social life and

people around

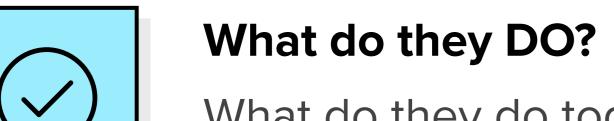
me are

What other thoughts and feelings might influence their behavior?

Feels bad after drinking.

Physical exercise takes priority over nutrition.

# There is 'good' vs 'bad' food.



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

Eats same thing every day for breakfast and normally for lunch too.

**Takes** supplements only if they aren't a replacement for something else.

Prefer wine over water.