

## What do they Think and Feel?

what really counts  
major preoccupations  
worries & aspirations

Will people really benefit from the project?

How effective will it be in real time?

## What do they Hear?

what friends say  
what boss say  
what influencers say

How correct are the information provided?

will it really help people?

## What do they SEE?

environment  
friends  
what the market offers

People who are into fitness and people who are not really focused are everywhere.

There are multiple variations of fitness trackers

There are some misleading information too.

## What do they Say and Do?

attitude in public  
appearance  
behavior towards others

Build an application that helps people check nutrient contents of the food they eat.

This can be used by anyone willing to know nutritional contents.

Help people get a healthier and more balanced diet

## Pain

fears  
frustrations  
obstacles

Will the project be completed before the deadline?

Training models and perfect database creation

## Gain

"wants" / needs  
measures of success  
obstacles

People being benefitted from the project

Successful completion of the project with team's cooperation.

A team that helps each other during tough times