Ideation Phase
Empathize & Discover

Date	22 October 2022
Team ID	PNT2022TMID43817
Project Name	AI-powered nutrition analyzer for fitness enthusiasts
Maximum Marks	4 Marks

What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

Planning to prepare right diet by understanding nutrition level of food

Do Exercise, Drink sufficient water and stay hydrated, Sleep well

Avoid eating fatty or unhealthy food and follow healthy lifestyle

Feel body fit and healthy
Mood gets happy and positive

Highly motivated and getting better day by day
Feels good to eat healthy nutritious diet

What do they SEE?
environment
friends
what the market offers

Find and start going to places like health club, yoga training center and so on…

Watch fitness or health related classes and advices through online or offline

Follow healthy lifestyle peoples or friends with similar mindset

Workout and fitness equipment's like dumbbells, weight lifting rods, handgrips, pullup bar etc… Electronic equipment's like fitness band, weighing machine, body massagers etc…

Consume Food by understanding the nutrition level and intakes
Inspire perfect life with no health problems

Market Health Supplements to maintain health and fitness

What do they SAY AND DO?
attitude in public appearance
behaviour towards others

Words from experience and results makes others get inspired and motivated

Spread positive vibes and provide health advices

Make your day productive and happy

Communicate confidently, positive and sharp which makes behaviour good and comfortable to others

Play like children and movie their body strongly without any pain or health problem

Eat nutritious and healthy food, avoid junk food and exercise regularly

What do they HEAR?
what friends say
what boss say
what influencers say

Looks smart, healthy and strong

Getting in shape and healthy life journey talks and advices

Appreciations and positive compliments for getting fit and healthy

Understand more about being healthy fit life

About lifestyle, nutrition and calorie intake maintenance

Cheat day is fine but never give up your healthy life for that

PAIN
frustrations
obstacles
fears

Feeling lazy and stressed for not seeing any changes in body shape.
Lack of motivation, time or money.
Body pains.
Feeling or overthinking that not doing right and not following proper diet.

GAIN
"wants" / needs
measures of success
obstacles

Enhanced physical and mental health.
Get more confident, valuable and productive in life.
Strengthens immune system.
Boost positive mood with surrounding.
Maintained proper body weight and health