



# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

# What do they HEAR?

what friends say  
what boss say  
what influencers say

# What do they SEE?

environment  
friends  
what the market offers

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

## PAIN

fears  
frustrations  
obstacles

## GAIN

“wants” / needs  
measures of success  
obstacles

limited access to  
nutritious food  
Maintain Normal  
Body Function

May lead to  
wrong  
prediction  
due to lack of  
data

Reduces the  
interaction  
between  
humans.

Reduces the  
nutritonist's  
and dietician's  
work.

Good nutrition,  
daily exercise and  
adequate sleep  
are the  
foundations of  
healthy living.

Drink Water and  
Stay Hydrated,  
and Limit  
Sugared  
Beverages

Exercise  
regularly and  
be physically  
active

Helps people  
understand their  
daily eating  
habits.

Sharing their  
diet ideas.

Regular walk  
on morning.

Better than  
nutritionist's  
advice.

They tell  
correct time  
for correct  
foods.

Avoid the  
fried items.

Add Gains,  
Nuts, fruits in  
your food.

How can I  
trust an app  
for my health  
decisions?

It is a good application  
for users who is  
conscious them taking  
their health  
decisions in a better  
way.

Can you  
guarantee the  
accuracy of this  
application?

making right  
choice of food  
intake.

Nutrition  
based data  
services.

1.where it will be  
useful app.  
2.Calorie calculation.

Food  
suggestions  
with  
ingredients

Solving diet  
queries

1.Healthy life.  
2.Stressfree for  
diet plan.

Reduces nutrient  
deficiency diseases.

Instant solution.

Shows nutrition  
content available in  
all food items

Trainee  
guidelines

Promotion a healthy  
lifestyle.

Friends and family  
losing weight

Lost  
motivation of  
doing  
regularly

Can't afford  
personal  
trainer

I will try this and  
compare with  
actual outcome  
and predicted  
one.