

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Nutrition
Assistant
Application

Reduce the
health
problems

Gives the
proper
body shape

Good to
use

Health of
each guy
should be
maintained

Daily report
about the
customer is
used to get

update the
daily health
conditions

Lead a
happy life

Body is
under
control

Overcome
diseases

What do they SEE?

environment
friends
what the market offers

What do they HEAR?

what friends say
what boss say
what influencers say

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Excellent
nutritin app

Perfect
military
officer

Make our
life in a
smooth
way

PAIN

fears
frustrations
obstacles

Net usage

Difficult to
merge

very
complicated

GAIN

"wants" / needs
measures of success
obstacles

Anyone can
use

Easy and
precise

Low burden