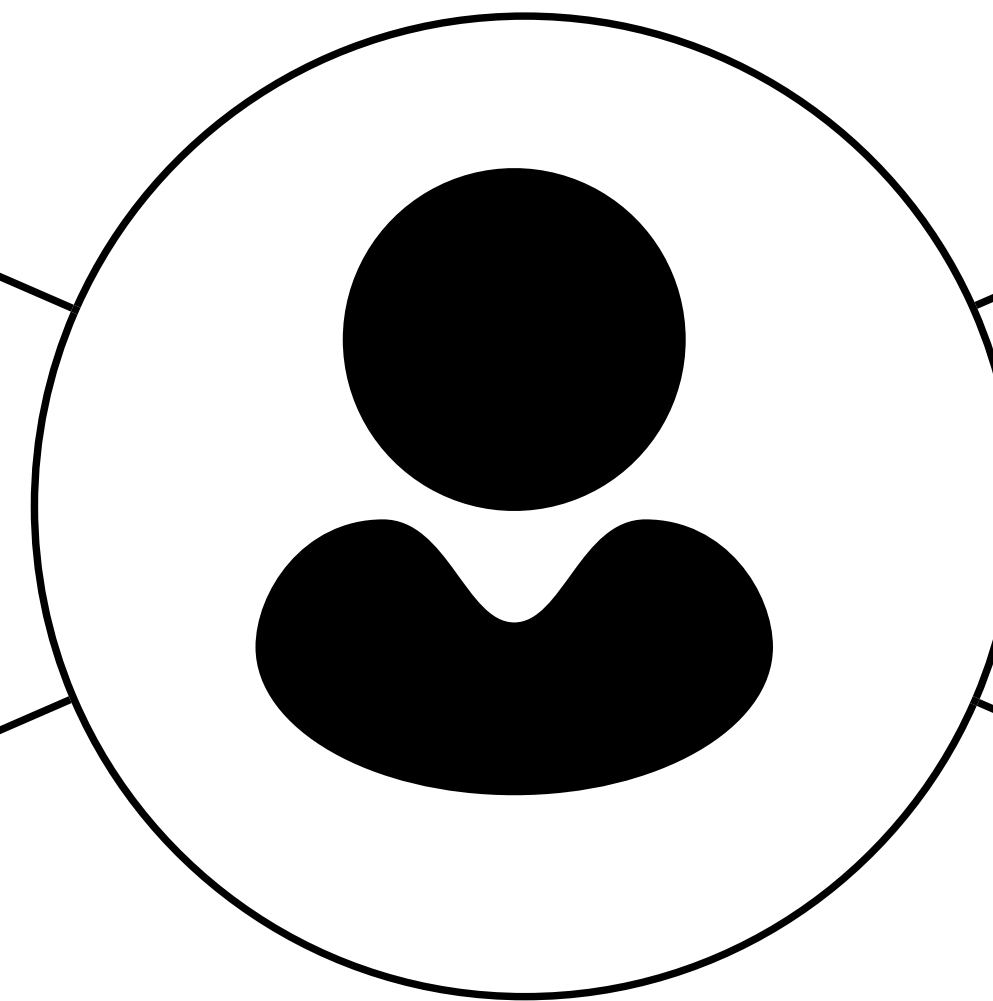


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they HEAR?

what friends say
what boss say
what influencers say

Chemicals
are bad

Prefers local
and natural
foods

Don't
forget to
prepare
your cash

It looks
like.....

There are
many food
selections

• Exercise can
always be fun
- group/social
setting

Nutrition is
important to life/
well-being,
should be taken
into own hands

Menu
without
food photos

Driver doesn't
have enough
changes

Only cash
payment
option

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

No foods
should be
off-limits

Food is life,
food is
child-raising

Never eats
out in
general

Exercises
everyday - for
at least 30
minutes

PAIN

fears
frustrations
obstacles

Hard to
find their
food
interests

Uncomfortable
paying cash

matches
interest

GAIN

"wants" / needs
measures of success
obstacles

Comfortable

Accuracy