

EMPATHY MAP



Think

1. Gets confused when they see more numeric values.
2. Worried about whether the steps count or not.
3. Not showing what they want.
4. No rewards or challenge to complete the task.
5. If more data's are displayed, it will confuse the user.
6. Sometimes lose motivation to open app.



See

1. See more accurate information.
2. To know more about Nutritious Lifestyle.



Hear

1. What others say about your nutrition plan.



Does

1. Don't want to see irrelevant information and not accurate.
2. Everytime come on Home screen and refresh.

Pros

1. Everytime come on Home screen and refresh.
2. Not getting what they want.

Cons

1. Achievement for daily completion.
2. Effectiveness of the app.