



WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

"Fitness enthusiasts."

GOAL

"To save people from unhealthy lifestyle."

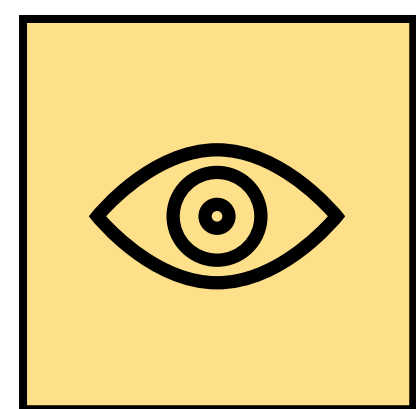
"To make people aware of the consequences."

"Instant solution."

"Promoting a healthy lifestyle for people."

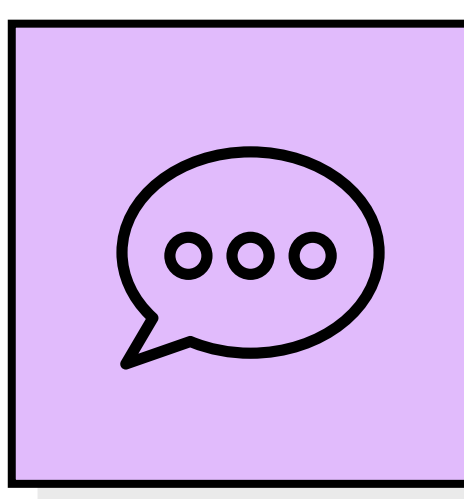
"Sleek user interface."

"User-friendly application."



What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?



What do they SAY?

What have we heard them say?
What can we imagine them saying?

"How can I TRUST THIS APPLICATION IS VALUABLE."

"whether it gives guarantees."

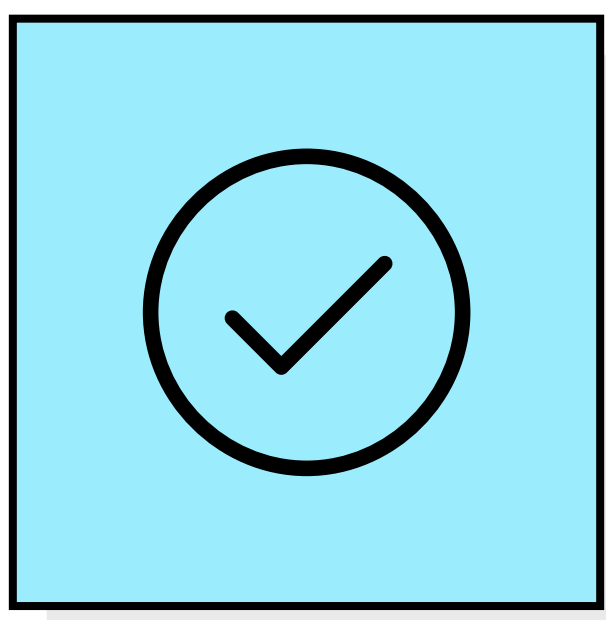
"i will try this and compare with actual outcome and predicted one."

"It helps in giving correct guidance to fitness enthusiasts."

"It replaces the nutritional experts."

"It can reduce the manpower."

"It improves the physical health of a person."



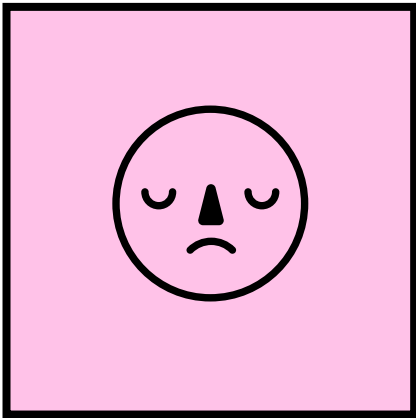
What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

What do they THINK and FEEL?

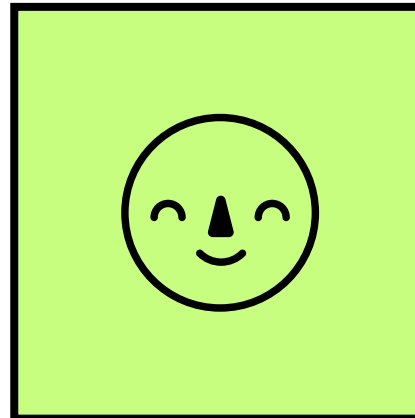
PAINS

What are their fears, frustrations, and anxieties?



GAINS

What are their wants, needs, hopes, and dreams?



"Is it reliable."

"It may lead to wrong predictions."

"Not all people trust the recommendation systems."

"Time efficient."

"Self-working environment."

"reduces the likelihood of loss."

"To provide healthy and balanced lifestyle."

"Easy and user-friendly."

"It is far better than traditional analysis techniques."

"It will save us time."

"If it makes a wrong prediction, it leads to a huge loss."



What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?