

*What do they*  
**THINK AND FEEL?**

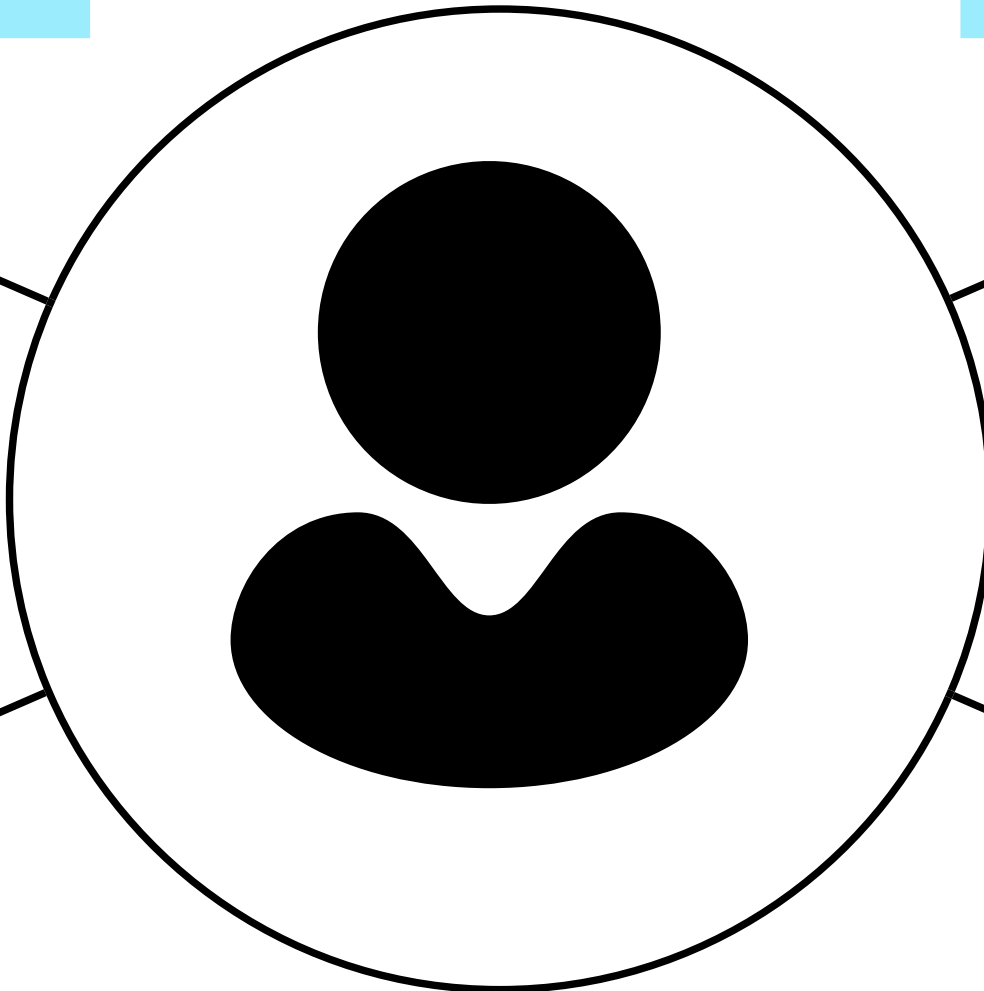
what really counts  
major preoccupations  
worries & aspirations

Will it  
predict for  
all food  
products?

How  
accurate will  
the  
prediction  
be?

Will it be  
helpful for  
any type of  
cuisine ?

Is it  
accurate &  
trust  
worthy?



**Various  
products**

**Fresh  
Products**

*What do they*  
**SEE?**  
environment  
friends  
what the market offers

**Any  
location**

**Interactive  
UI**

**Most  
Recommended**

**Reasonable  
price**

*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

**Recommend  
to friends &  
family**

**Explore the  
product  
categories**

**Being  
Optimistic**

**Practical ,  
Reasonable  
& Friendly**

**Different  
cuisines**

**Customer  
Satisfaction**

**PAIN**

fears  
frustrations  
obstacles

**Loss of  
control**

**More  
competitors**

**Product  
Damages**

**Increased  
capital  
requirements**

**Compromised  
quality**

**GAIN**

"wants" / needs  
measures of success  
obstacles

**No wastage  
of products**

**Reach new  
customers**

**Enhance  
the lifestyle**

**Saves time**

**Generate  
more sales  
& profit**