



Says

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



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

I want to eat healthier

I need to track my daily calorie intake

I am tired of guessing what's in my food

Will this app make it easy for me to log my meals?

I hope it provides nutritional information

Can it help me set and achieve my fitness goals?



Food tracking system

Downloads the food tracking app

Searches for recipes or food items to input

Scans barcodes for quick data entry

Anxious about getting started

Frustrated with existing food tracking apps

Motivated to make positive dietary changes



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?