

GAINS

- Wants to be physically fit and mentally alert
- Interested in quick, healthy food options
- Open to personalized diet suggestions

SAYS

1. I don't have time to eat healthy.
2. Cafeteria options are limited.

PAIN POINTS

- Limited access to affordable, healthy meals
- Lack of knowledge about nutrition
- Time constraints prevent healthy habits

Empathy Map: College Student (Focused on Dietary Habits)

THINKS

- "I should take better care of my health."
- "I've been gaining weight lately."

FEELS

- Stressed due to academic pressure
- Guilty after eating junk food
- Tired and sluggish during the day

DOES

- Skips breakfast frequently
- Eats late-night snacks
- Chooses fast food for convenience