

ANTICIPATING CALORIC EXPENDITURE WITH ML

THINK & FEEL

They feel frustrated with existing methods and want something that

people think they need a better way to track their

NEED TO DO

They need to take control of their calories tracking and make healthier choices.

Users need a system that simplifies the process.

DO THEY SEE

They observe its features,like accurate calories predictions and personalized recommendations.

People see the ML project as a solution to their caloric tracking needs.

DO THEY SAY

Users say they want a system that helps them track calories and reach their fitness goals.

They express the desire for an easy-to- use tool.

DO THEY DO

Users follow the system's guidance and stay committed to their fitness routines.

They actively use the ML system,inputting data about their food and exercise.

GOAL

PAIN

Pain points include in accurate calorie tracking,difficulty sticking to a diet, and lack of personal support.

It's frustrating and discouraging to manually track calories and activities.

GAIN

Gains are the positive results they expect,like improved health,weight management, and a more active lifestyle.

They gain precise calorie predictions, personalized fitness advice, and a sense of accomplishment.

What other thoughts and feelings might influence their behavior?

MOTIVATION:
How badly they want to be healthier and fitter can drive their actions

TRUST:
if they believe the ML project is accurate, they'll use it more.

CONFIDENCE:
Feeling sure about managing calories and exercise can make a big difference.

HEAR

They hear about this ML project from friends, online,or through word of mouth.

They might hear success stories from others who achieved their fitness goals with it.

