

User wants to keep a track of the food he eats to make healthier choices.

User says that it must provide him about the level of sugar and salt intake.

User thinks that he Wants to stay healthy in his golden years.

User thinks that he must be aware of the available nutritious food items in this modern world.

User wants the app to provide him with the nutritional information of the food items.

Userb says that he struggle to find time to cook healthy meals.

User thinks that he needs to maintain a balanced diet and lose weight.

User thinks that this should simplify his meal planning and save time.



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User prepares simple and quicker meals from scratch,avoiding processed food.

User tries different diets and workout routines regularly.

User is anxious about the process and doubting himself whether he could stick to it.

User is confused about the calories and fat levels of each food item.

User often skips his breakfast due to his busy schedule

Currently, the user uses a notebook to make a list of items consumed by him.

User is frustrated by his past attempts in dieting and not seeing expected results.

User is excited and curious to begin a new diet which is promising to provide best results.



Does

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

[See an example](#)

Feels

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

