



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?

Visual cues
in the app's
interface.

Frustration
when logging
food is time-
consuming.

Daily meal
options and
suggestions.

Food images
and
nutritional
information.

Excitement
about
achieving
health goals.

Curious
about new
recipes and
food choices.



User

Maintain a healthy
diet, lose weight

Recommendations
from friends or
social media

A desire to
achieve
health and
fitness goals.

Health
experts and
diet advice.

User reviews
and feedback
about the
app.

Wondering
about the
nutritional
content of
certain foods.

When they
indulge in
unhealthy
eating



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?