They feel shame in society

They really think to reduce the weight in healthy manner

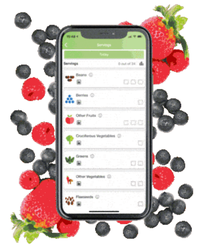
What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

They could not be feel tired or nausea during diet period

personal work may affect during diet

They lose their hope and get stress for their over weight



<Drink atleast 2 litter water a day

FRIENDS SAY:

<AVOID THE FRIED ITEMS.
<REGULAR WALK ON MORNING

INFLUENCERS SAY:

<THEY TELL CORRECT TIME FOR CORRECT FOODS

<DO REGULAR EXERCISE FOR MORNING AND EVENING DON'T SKIP THE EXERCISES

<SHARING THEIR DIET IDEAS

<ADD GRAINS, NUTS, FRUITS IN YOUR FOOD

What do they HEAR?

what friends say
what boss say
what influencers say

what Environment sees:
1. view your health data, weight loss, fat loss progress & daily calories at a glance.
2. Make calorie counting a habit while you start healthy eating habits.
3. Track your health data with a nutrition calculator that breaks down protein, fat, fiber & carbohydrate intake with precise macro-nutrient mapping.

what friends sees:
1. Monitor Your Diet Easily. Weight watchers or people who want to gain weight can mention the type and amount of foods consumed at each meal.
2. Monitor Your Progress.
3. Give Free Health and Fitness Tips
4. Track Your Foot Steps
5. Provide Personal Health Coaches
6. All In One Health Tool. Keep You Motivated.

what the market offers :
For those who are not aware, about our app is an India-based calorie tracking app, which can also track a range of Indian foods. The app has a paid version as well, where users can chat with an actual nutritionist and a health coach in order to get the most out of their wellness goals.

What do they SEE?

environment
friends
what the market offers

Better Tech. Better Health.
Elite Coaches
Metabolic Panel
Personalized Fitness Plans
Better Health Insights

Customized Diet Plans.
Fitness app simulate haing a fitness coach in the gym.
push Notification System & Reminders.
Social Sharing.
Geolocation.
Gamification.
Wearable Device Integration.
Goals and Tracker.
Virtual Coaches.

Diet Flexibility and Fitness Freedom
With the right data, reach your fitness goals faster, get personalized coaching and work with greater efficiency.

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

starting time was tough to follow diet

takecare for side effect

maintaining the same level was carrydown

GAIN

“wants” / needs
measures of success
obstacles

"WANTS"
1) assist individuals in monitoring their own health conditions, such as heart disease, diabetes, pregnancy, mental health, and more
2) allow healthcare providers to share and report on a patient's personal health records remotely
3) help keep track of medications.

Awareness:
Your mood, pain, and energy levels are all things that affect many aspects of your daily life. Keeping track of these on a regular basis is a great way to be more aware of your feelings and understand why you may be reacting a certain way or feeling stressed

The key to the success of any fitness app development is optimizing users' engagement and motivation. It's also great to keep looking at newer technology trends and change in users' habits to capture them into features of fitness apps

LET THE GAINS BEGIN

Stay Fit and healthy always