Empathy Map

What does he think and feel?

- Frustration when the app misclassifies vegetables
- Excitement when the app correctly identifies vegetables
- Concern for the accuracy of the app in helping them make healthy choices
- Appreciation for the convenience and time-saving benefits

What does he hear?

- Feedback sounds from the app.
- Voice instructions if using voice commands
- Conversations with others (friends, family) regarding the app's performance.

What does he see?

- Images of various vegetables
- Website interface
- Description of vegetables
- Visual prompts for selecting and submitting images

What does he say and do?

- Express the need for convenience and time-saving
- Share their experiences with the app on social media or with friends
- Provide feedback or report issues through the app
- Use voice commands or interact with the app's user interface
- Engage in discussions about health and nutrition related to vegetables

Pain

- Inaccurate identification leading to potential food choices
- Confusion caused by a cluttered or complicated interface
- Fear of privacy issues related to image recognition
- Anxiety about the app not recognizing less common or obscure vegetables
- Frustration with slow performance or errors in the app

Gain

- Confidence in making healthy food choices
- Time-saving and convenience in grocery shopping or meal planning
- Learning more about different types of vegetables
- Enhanced overall user experience
- Feeling empowered in their dietary decisions