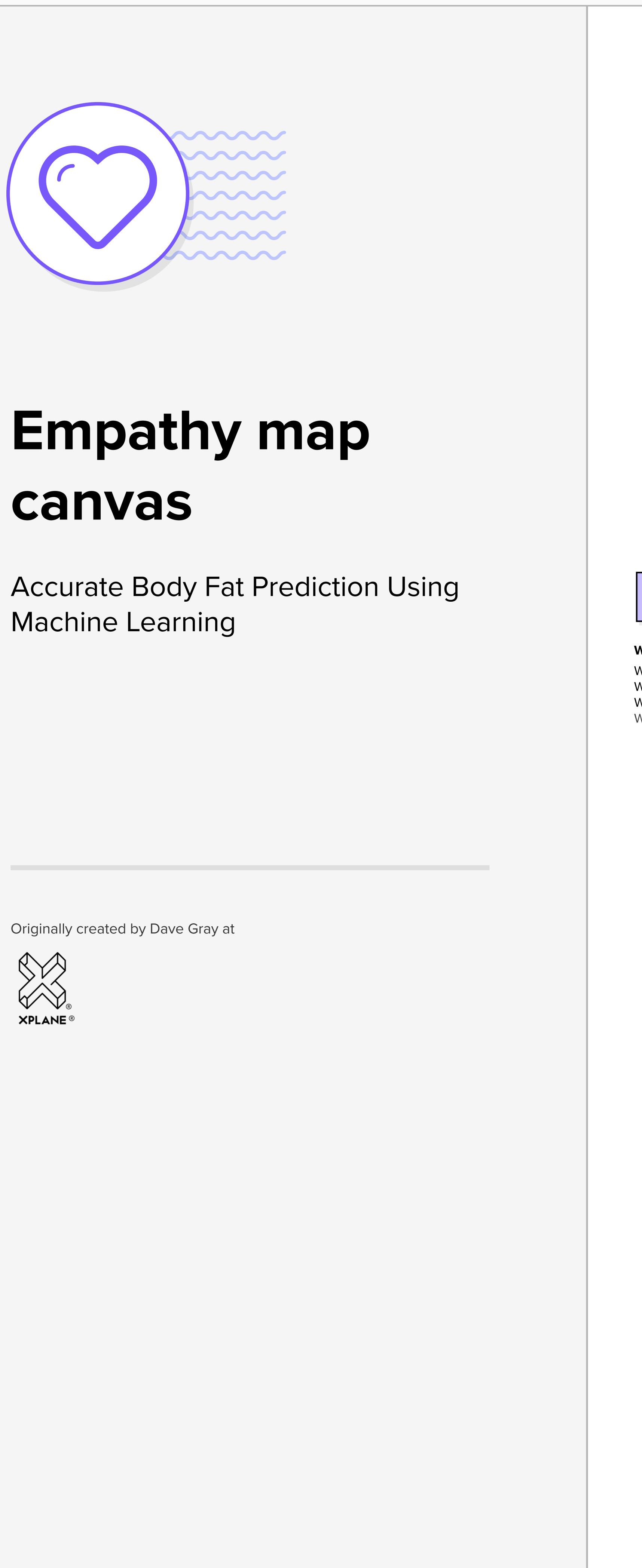
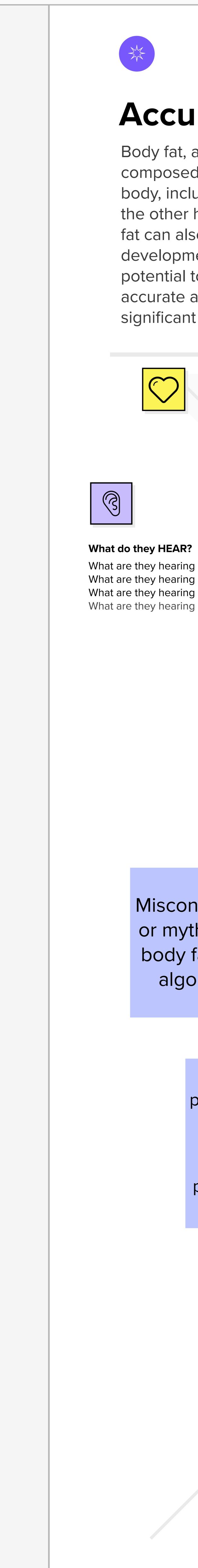




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What is their role in the situation? What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand? Misconceptions or myths about body fat or ML algorithms

Advertisements, promotional content, or marketing campaigns related to body fat prediction tools and their accuracy.

## What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing?

Exploring different body fat prediction tools available in the market, possibly through online searches, reviews, or recommendations.

Comparing current and past body fat predictions to observe patterns, their body fat percentage over time.

trends, or changes in

specific dietary plans and calorie tracking to

manage their body

fat levels and

overall nutrition.

Accurate Body Fat Prediction Using Machine Learning Body fat, also known as adipose tissue, is a type of connective tissue that is primarily

composed of adipocytes or fat cells. Body fat serves several essential functions in the body, including energy storage, insulation, and protection of organs. Excess body fat, on the other hand, can have several negative health consequences. Carrying excess body fat can also put extra strain on joints, leading to disorders like osteoarthritis. The development of accurate body fat prediction models using machine learning has the potential to transform how we measure and manage body composition, providing more accurate and personalized results than traditional methods. This project can have significant implications in various domains such as healthcare, sports, and fitness.

WHO are we empathizing with? Who is the person we want to understand? What is the situation they are in?

Guidance or

advice from fitness

professionals,

healthcare

experts, or

influencers

Nutritionists, doctors, or trainers

People who are healthconscious, fitness enthusiasts, or athletes

GOAL

**PAINS** 

Balancing

health and

fitness with a

busy lifestyle.

Difficulty

staying

motivated

over the long

term

Frustration:

When

progress is

slow or goals

are not met.

What are their fears,

frustrations, and anxieties?

Frustration with

inaccurate

body fat

measurements.

Struggling to

understand

and use the

effectively.

What do they THINK and FEEL?

What other thoughts and feelings might influence their behavior?

Concern: About

their health,

body image, or

the risk of

obesity-related

diseases.

**GAINS** 

Accurate body

fat prediction

for tracking

fitness

progress

What are their wants,

needs, hopes, and dreams?

Input specific data for measurements into the tool, such as weight, height, body

measurements

Understanding

and insights into

how the machine

learning model

works

Improved health,

reduced risk of

diseases, and

increased

longevity.

**Hope:** That

accurate body

fat prediction

can help them

lead a healthier

After the body fat prediction, users need to interpret and understand the results presented by the tool.

What do they need to DO? What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?

Following specific instructions or guidelines provided by the tool to ensure accurate measurements.

observe food

packaging,

nutrition labels

and make

dietary choices

managing their

body fat

visual representations of their body fat percentages and related

track calorie intake, exercise routines, and progress toward their goals.

What do they SEE? What do they see in the marketplace?

What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?

What do they SAY?

What have we heard them say? What can we magine them saying? vocalize their frustrations and challenges related to

how to use the machine learning tools effectively.

how body fat levels impact their self-esteem.

Need some inspiration? See a finished version of this template to kickstart your work.



