TASK-2

1. User Research

Research Methods Used:

- **Surveys & Questionnaires:** Collected responses from 500+ potential users.

- **Interviews:** Conducted 20 in-depth interviews with health-conscious individuals, gym-goers, and dietitians.

- **Competitive Analysis:** Researched existing nutrition apps and identified gaps (e.g., lack of AI personalization, outdated food databases).

Key Findings from Research:

- 80% of users want **personalized meal plans** tailored to their dietary restrictions.

- 65% struggle with tracking **daily nutrient intake**.

- 50% find **calorie tracking apps too complicated** and **time-consuming**.

- 75% prefer **AI-based automated suggestions** over manual meal logging.

User Personas

Name: TARUN KUMAR
Age: 19
Occupation: STUDENT
Location: ROORKEE
GENDER: MALE

GOALS & OBJECTIVES
✅ Maintain a balanced diet with minimal effort
✅ Track calories and nutrients without manual logging
✅ Get personalized meal recommendations based on preferences
✅ Find quick and easy meal options that fit a busy lifestyle
✅ Improve overall health and fitness without spending hours meal prepping

PSYCHOGRAPHIC INFORMATION
- **INTERESTS: FITNESS, YOGA, DIGITAL HEALTH APPS, MEAL PREPPING**
- PERSONALITY TRAITS: GOAL-ORIENTED, TECH-SAVVY, HEALTH-CONSCIOUS, TIME-CONSCIOUS
- LIFESTYLE: WORKS LONG HOURS, PREFERS EFFICIENT SOLUTIONS, VALUES CONVENIENCE
- PAIN POINTS:FINDS MEAL PLANNING TIME-CONSUMING
- STRUGGLES TO TRACK NUTRITIONAL INTAKE ACCURATELY
- GETS BORED WITH REPETITIVE MEALS
- WANTS QUICK, HEALTHY MEAL OPTIONS

BEHAVIOUR & PREFERENCE
- Uses fitness apps like MyFitnessPal, Fitbit, and Strava
- Shops online for groceries and meal kits
- Prefers AI-driven recommendations over manual input
- Wants easy meal tracking without scanning barcodes or searching food items
- Looks for integrations with wearables like Apple Watch or Fitbit

CHALLENGES & PAIN POINTS
✗ Finds existing meal-tracking apps too manual & time-consuming
✗ Struggles with meal variety and finding recipes that fit her goals
✗ Wants nutritional insights but doesn't have time for research
✗ Needs quick meal planning without spending hours prepping

Stage	User Actions	Pain Points	Opportunities
Awareness	Sees an ad for NutriTrack on Instagram	Too many health apps available	Highlight AI-driven features in marketing
Consideration	Downloads the app, browses features	Unsure if it fits her needs	Offer a free trial & onboarding tutorial
Onboarding	Creates an account, enters dietary preferences & health goals	Takes too long to set up	Simplify onboarding with AI-based pre-fill options
Usage	Starts meal tracking, gets AI suggestions	Forgetting to log meals	Enable automatic tracking via wearable integration
Retention	Uses the app daily for meal planning	Wants variety in food options	Weekly recipe updates & meal reminders
Advocacy	Shares success story on social media	Needs motivation to share	Add referral rewards & social sharing features