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CS 360: Mobile Architecture and Programming

Assignment 1-4: Users and Solutions

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9/1/2022

**When going over applications to select for the assignment, I carefully considered apps that I use frequently and have a familiar understanding of the uses for the application. The app that I chose for the project is the "Noom" app. Noom is a wellness program that combines psychology, technology, and coaching that helps users reach their health and wellness goals (Noom, 2022). The app is specifically used as a mobile companion of the original Noom program. The app is primarily intended to be used as a tool for weight loss and wellness programs individually tailored to each user. The overarching goal of the Noom app is to build a profitable application that allows users to utilize all the features of their program to meet their goals, ultimately leading them to use and re-subscribe to their plan.**

**When looking at the application's design, one can see where the overarching goal is implemented within the features presented to the user. On the homepage, the user is presented with a status bar at the top, showing their daily progress throughout the current week. The days are either highlighted yellow for achieving one's daily goals or muted grey when they have not been achieved or the day has not approached in the current week. This gives the user a clear definition of weekly and daily goals achieved or missed. The next feature is the learning sessions. The sessions are broken down in a specific order daily. The user reads through and interacts with the pages to gain knowledge of the Noom program and their program within it. By providing educational materials, the user feels engaged and can better understand the "why" behind their program details. As the user scrolls down the homepage, they will also see their intake goals for the day. The user must complete these goals and lesson goals to change the daily status color at the page's top. Goals like water intake, caloric intake, caloric breakdown of foods, and daily weigh-in are the intake goals to accomplish. By having a clear status of achievement and an educational section of the program, the user will feel more engaged in achieving their goals and sticking to their program, ultimately leading to a fulfillment of their subscription and a higher possibility of subscription renewal.**

**There are multiple needs the app addresses for the user. One of the needs is to hold the user accountable for achieving their daily goals. As discussed previously, the change in one’s daily status is directly correlated to the completion of daily goals, such as logging one’s meals in the calorie tracker, logging one’s water intake, inputting a daily weight measurement, and completing learning materials. Each goal is catered to the specific user and adjustable by the user. Adjusting goals will ensure they are obtainable for the user, making the user accountable for achieving their daily goals.**

**Another need addressed is educating the user on better health and wellness habits and decisions while explaining their past behaviors via professional psychological analysis. The program's learning goals are geared to help the user better understand healthy habits and how to form them. This approach is designed to make one understand what a healthy habit is in contrast to an unhealthy habit. Educating the user on the differences helps explain why their previous habits were harmful. This approach is done through psychological analysis and helps the user understand the “why” behind their old habits instead of just insisting their habits were unhealthy.**

**The previous needs addressed by the app lead to the addressing of obesity and unhealthy lifestyles in our population. This app is intended for people to regain control of their health while creating a profitable program. Providing a service such as life coaching and wellness training is an area in our society that is constantly expanding. According to Grand View Research (2020), The global wellness industry is a $52.8 billion industry with future growth over the next eight years to 7 percent. With a market growth of this magnitude, the Noom app has found its niche to claim its part in the market.**

**When looking at smaller details within the app, one can see clear design implementation to help address the needs discussed prior. There are clickable features, such as the intake goals, along with status bars to show the progression of each specific goal. Each status bar contains the "amount until achievement" to allow the user to see what they are still needing to complete the goal as well. The screen layout for the learning goals shows what lessons have been completed and lessons to still be completed. Completed lessons are highlighted and have a green check mark to signify completion. By highlighting the completion of goals and showing scores for quizzes taken, one can understand the materials covered and refer back to them as needed to refresh their learning. By having the app mostly comprised of a single-page dashboard, navigation is easy and not cumbersome, promoting a positive experience in interacting with the app. By providing a positive experience, the user will be more likely to use the app again, increasing the likelihood of achieving their goals.**

**The Noom app will need specific information from the user in order to be useful and address the requirements the user has set forth. Due to this being a health and wellness app that creates a tailored weight loss and lifestyle plan for each user, personal information will be needed. Data such as weight, height, gender, health concerns, basic medical history (illnesses, disabilities, etc.), and other health-related stats will be needed to tailor one's plan. In addition, information about previous wellness programs will be needed to better understand the user's history in improving one's health and wellness. Information will also need to be collected about the user's daily life. Such info would be sleep schedule, work hours per week, activity, timeline preference to achieve one's health goals, and potential causes of bad health in one's daily life.**

**References**

Grand View Research. (2020). Corporate Wellness Market Size & Share Report, 2021-2028. Retrieved September 1, 2022, from https://www.grandviewresearch.com/industry-analysis/corporate-wellness-market

Noom. (2022). *About Us*. Noom. Retrieved September 1, 2022, from https://www.noom.com/about-us/