Domain Information report

Once I started working for [Zenement](), I was offered to choose one amongst their food supplement products.

I did not have any knowledge about food supplements at the time, and it was hard for me to decide which one would be best for me. I tried to model that with a decision tree, where every leaf of the tree is one product.

I will attach the catalog of products our brand offers. For this project I was able to categorize almost all the products, with the help of my colleagues that are top domain experts.

The first questions of the tree will guide the reader towards one amongst the 12 categories the catalog has, namely:

This approach will simulate quite well the decision of someone reading the catalog, but of course, other approaches are also valid and interesting. This approach's main drawback is that there are many products that could fit in several categories, such as the Fat Burner, which fits both the Sport and Digestive health & weight category.

Once a general category is reached, I came up with additional questions that may help decide which product within the category is more adequate for the reader. Those are listed in the following:

- Anti-aging
  - Are you pregnant or in lactancy?
  - Activity method (one amongst) DNA repair, Free radicals, Antioxidant
- Beauty
  - What nutricosmetic area of effect are you interested in? (one amongst) Skin, Hair, Nails, All
- Sport
  - Are you focusing on weight loss?
  - Are you focusing on muscle gain?
  - Are you interested in vegetal sources of protein?
- Energy and Vitality
  - Do you want to boost your libido?
- Joints and Bones
  - What area of effect are you most interested in? (one amongst) Bones only, bones and muscles, joints, muscle relaxation, all
- Relaxation and sleep
  - Do you want melatonin to help you fall sleep?
  - Are your stress levels too high?
- Cardiovascular health
  - Do you have a lack of iron?
  - Do you have inadecuate arterial pressure?
  - Do you have unusual glucose levels?

- - Do you want to focus only on cardiovascular helath?
    - Omega 3 dosing
  - Brain health
    - Additional benefits
  - Women's health
    - Do you want to treat urinary tract infections?
  - Digestive health & weight
    - Do you want help with heavy digestions?
    - Do you also want to remove toxines from you organism?
    - Do you also want to remove toxines from you organism?
  - Immune system
    - Do you often feel fatigated?
    - Vitamine C dosing
  - Vitamins and minerals
    - Do you want a supplement that boosts calcium absorption?
    - Do you have low exposure to sunlight?
    - Are you on a vegan or vegetarian diet?
    - Are you following a low fat diet?

Since almost half of the categories are related to specific health problems, the root question of my tree is **Are you worried about health problems?**. The rest of the questions serve the porpouse of landing the user on a category, and their order is quite arbitrary, especially in their order. A possible alternative could be to let the user choose a category amongst the possible 12 from the beginning.

When all the questions are answered with a "No" or in a way that does not point to a specific need, the user will reach the 2 multi-purpose products, *Multavitaminerals* and *Multivitamin gummies*

The majority of final decisions a user will make will be to decide amongst 2 or 3 products that serve the same purpose. At that point, the decision becomes totally arbitrary (price, appearance, personal preferences, etc). At that point, I modeled that with the node "Specifics".