

NutriGenius

Solutions to The Stunting Problem in Indonesia

Theme: Human Healthcare and Living Wellbeings
Capstone Type: Product-based Project



CH2-PR635 Team



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Project Background



Stunting is a nutritional problem that needs special treatment, especially in poor and developing countries. Literally, stunting is a condition of failure to grow in children under five caused by chronic nutritional deficiencies and the inability to meet the child's nutritional standards.



Based on research data from the Ministry of Health, before the emergence of the COVID-19 pandemic, around 6.3 million toddlers out of Indonesia's total toddler population of 23 million experienced stunting. In fact, the prevalence of stunted toddlers in Indonesia in 2019 reached 27.7%. This puts Indonesia in fourth place globally as the country with the highest cases of stunting.



Why should we put a caution on this stunting case?



If left unchecked for a long time, Indonesia will indirectly ignore human rights in terms of the welfare of its people.



Stunting will have an impact on the country's economic progress due to inadequate human resources.



Indonesia has the potential to get a bad reputation in the international world, which is correlated with stunting cases which are still high.



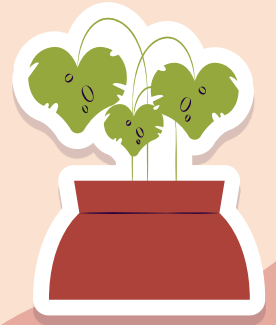
Existing Result

Of course, all parties involved want to create new breakthroughs to reduce the frequency of stunting in Indonesia. Various efforts have been made to achieve this.

In our group, we take the initiative to differentiate through certain features:

- Food scanning feature that shows the nutritional levels contained
- Article features as a form of education for parents
- Consultation feature with nutrition experts to obtain constructive recommendations

Our group feels that these three points are still rarely found in other product prototypes. The hope is that the features described above will maximize the real reduction in stunting in Indonesia.

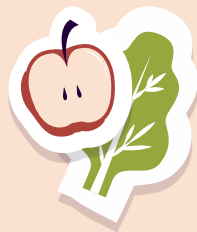




NutriGenius Aplication

NutriGenius is an innovative project that aims to overcome the problem of stunting in Indonesian children through a combination of technology and nutrition education.





1. Nutrition Monitoring

provides a regular monitoring feature regarding children's nutritional status. Parents or caregivers can enter data such as the child's age, weight, height, and nutritional condition. This application will provide visual reports that are easy to understand, such as a graph of a child's growth over time.



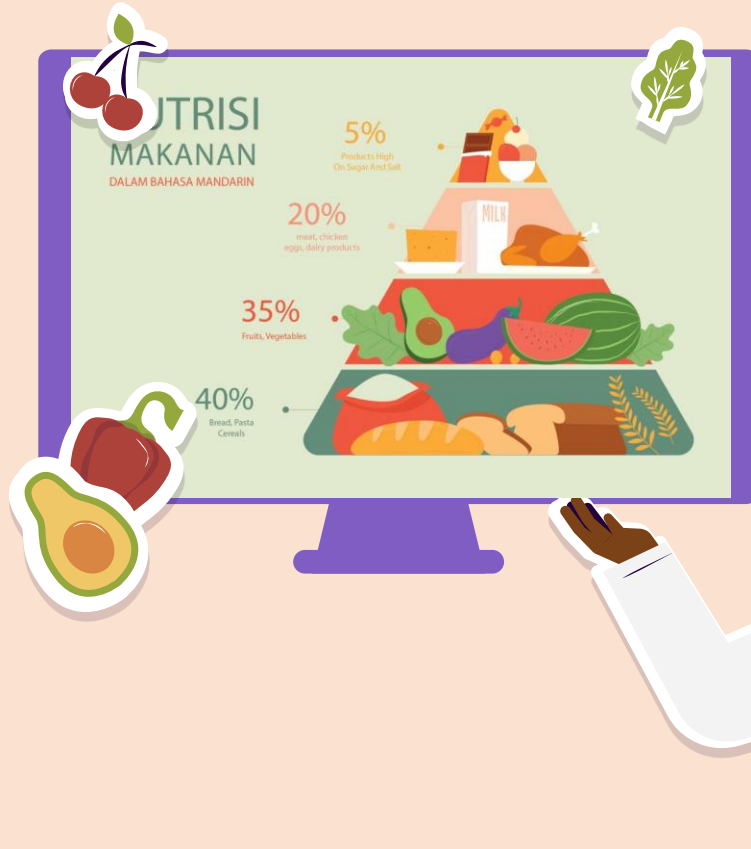
2. Recommendations feature

provides recommendations for balanced menus and nutritious food recipes according to the nutritional status data entered. Users can also obtain information regarding the urgency of certain nutritional intake for children's optimal growth.





3. Nutrition Education



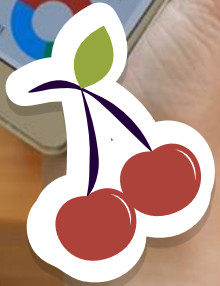
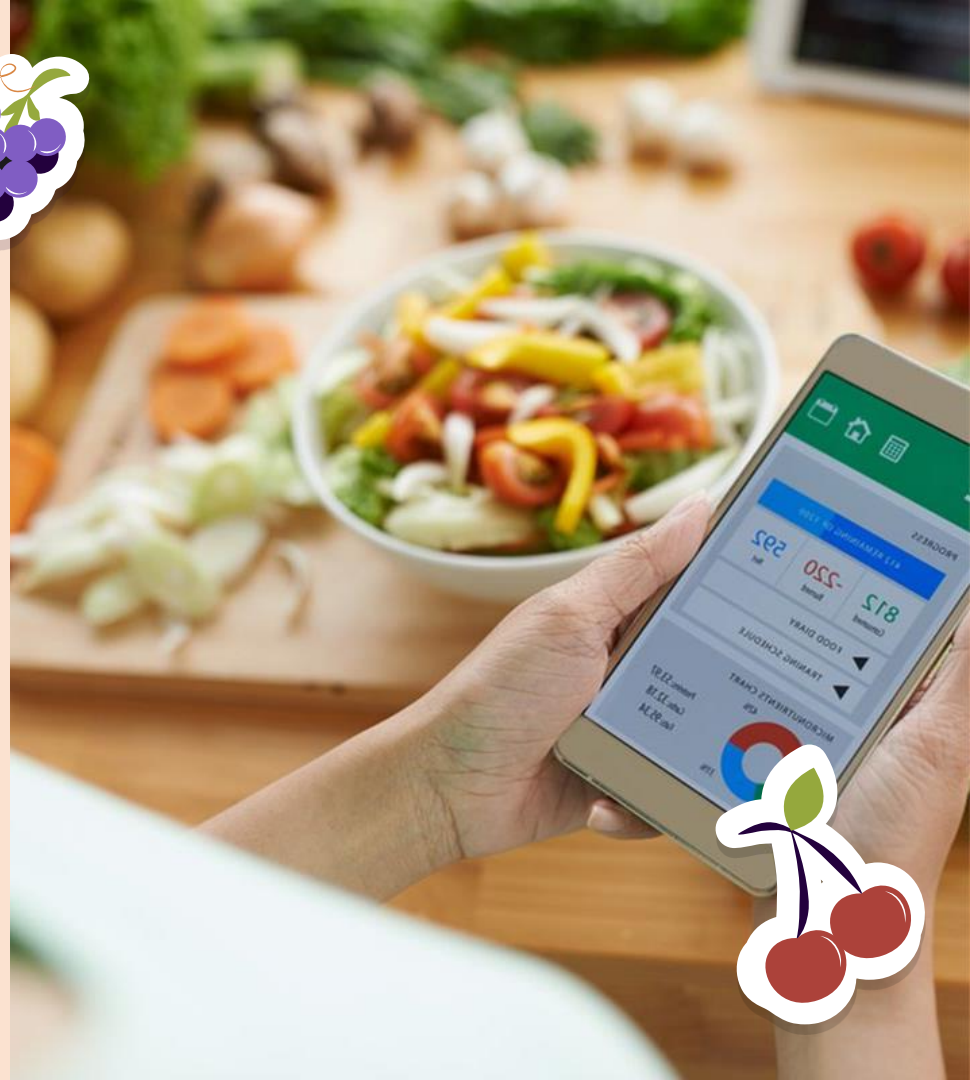
provides health articles
and educational
information about
nutrition to help
inspire parents to
understand their
children's nutritional
needs.



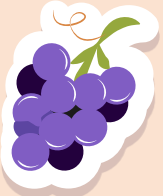


4. Scanning Food

provides food photo-taking services using cellphone cameras; The application will automatically identify types of food and provide an overview of their nutritional composition, making it easier for users to make wise decisions regarding their child's growth and development.



Result: Login / Signup



12.12

NutriGenius

Eradicating child stunting
through tech-driven
nutrition enlightenment.

Log In

----- or -----

Sign Up




12.12

Welcome

Forgot password?

Log In

----- Or Log In with -----




Don't have an account? Sign Up Now

12.12

Create Account

Sign Up

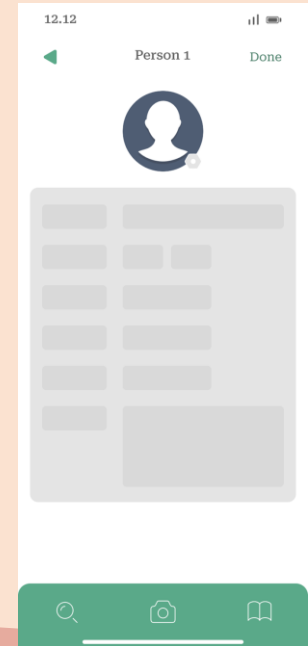
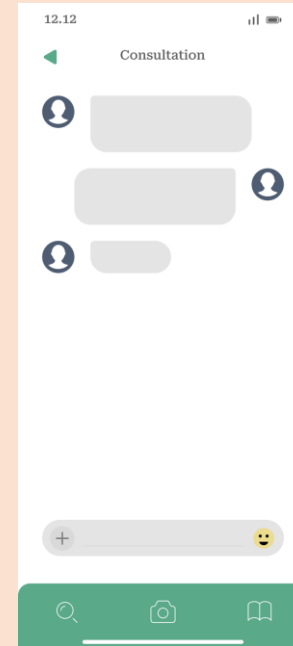
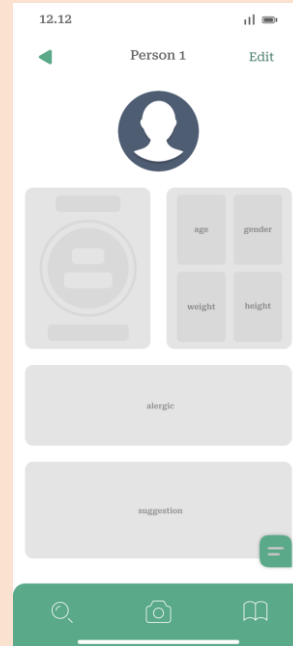
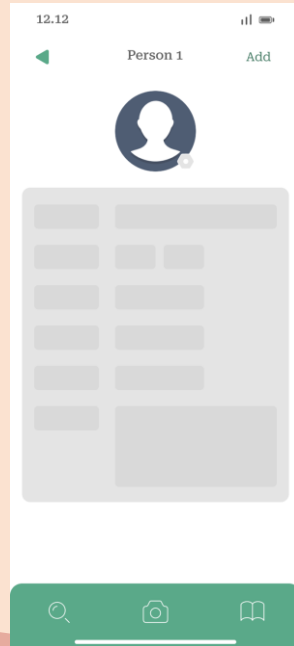
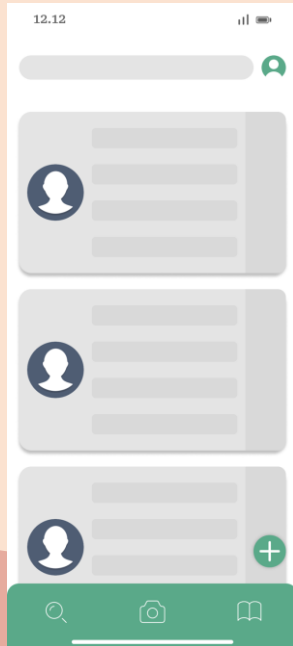
----- Or Sign Up with -----

Already have an account? Log In Now

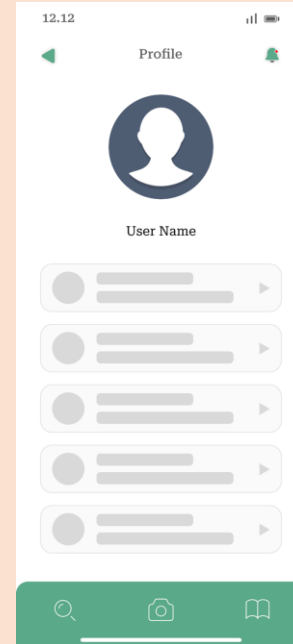
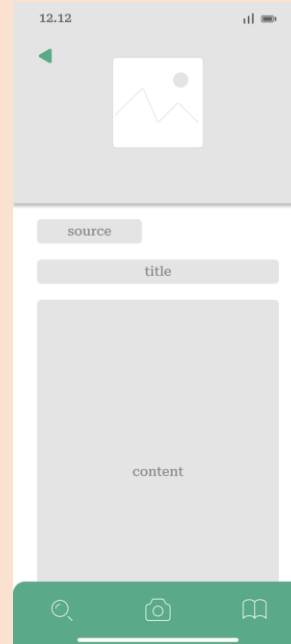
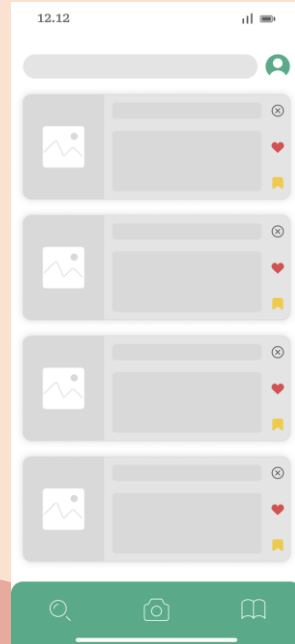


Result: Monitoring Page / Add / Detail / Edit / Consultation



Result:

Scanning / Article / Article Detail / Profile





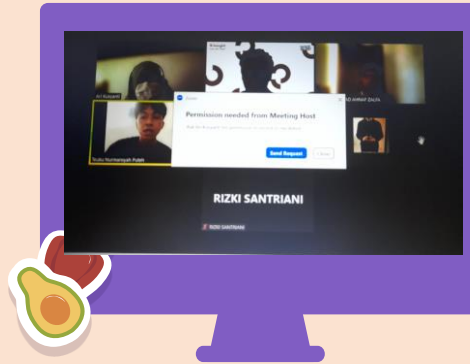
Documentation



Some of our activities in the process of working on the capstone project are as follows:



Team Meeting
November, 9, 2023



Mentoring Session with Advisor at
December, 15, 2023



Mentoring Session with Advisor at
December, 15, 2023



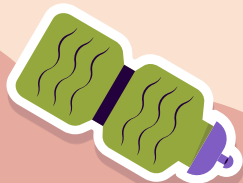
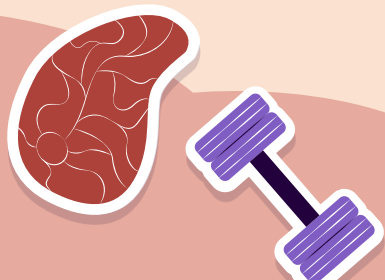


Deployment and Business Pitch



In strategizing the local deployment of NutriGenius, we're meticulously engaging key stakeholders, aligning with local health authorities and community organizations. Our focus includes optimizing the app for local infrastructure, ensuring a smooth integration process. With a user-friendly onboarding system in place and community-centric engagement initiatives, we aim to create widespread awareness and accessibility.

Simultaneously, our business pitch emphasizes NutriGenius's value, highlighting user-friendly features, real-time monitoring, and positive impacts on childhood nutrition. The go-to-market proposal entails a targeted marketing approach, competitive pricing, and strategic partnerships with local institutions for extended outreach. This comprehensive strategy is designed to seamlessly introduce NutriGenius to the local community, aligning with their needs and promoting sustainable health initiatives.





Thanks!



Do you have any questions?

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