

The Calorie Counter & Diet Tracker application

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Executive Summary

Background

In this study, we have focused on working females who do not have much time to research of each meal and track their routine to lose weight by calorie counting. I interviewed 5 full-time employed women on their needs, pain points, and how they use digital products to lose weight.

Key Findings

We realized, our users would like to track their daily calorie; however, they stop motivated after a while. So they need some other motivation, including information regarding nutrition, macros, or track their weight visually. Also, they would like to follow their friends to keep motivated and celebrate each achievement together.

What did we want to learn?

We wanted to explore employed women's experiences with existing digital tools for weight loss. The goal was to determine what opportunities to create new features to help them stick to their diet.

Key Research Questions

- What is essential to stick with the calorie counting method?
- Do they really need other information to stick in their diets?

5 Participants

We recruited our participants from Facebook fitness group

	Frequency	Digital products the currently use	Their diet method
Participant 1	daily	MyFitnessPal	Calorie counting
Participant 2	daily	Instagram challenge	Intermittent fasting
Participant 3	daily	MyFitnessPal	Calorie counting
Participant 4	2 times a week	karafs	Calorie counting
Participant 5	Once a week	Youtube	Meat-free diet

Key finding 1

Users are willing to have a calorie-counting diet; however, they use the app much less once they get aware of the approximate calorie number of ingredients they use. So they stop motivated after a while and may switch to other products.

Finding

All participants using the app during short breaks (~15min) throughout the work day.

Participants don't set time aside to use app . Instead, they take advantage of short breaks, such as waiting for a shuttle, taking a lunch break.

Recommendation 1

Our new product should focus on some features beyond the calorie info of users' food to keep them motivated. In this regard, I could recommend macro counting—showing the three macronutrients, including; protein, carbohydrates, and fat of their daily food.

Thing to consider:

- Users could be able to add their food ingredients or scan by a barcode reader.
- Users could be able to visualize the macronutrients of their daily food to observe how healthy they eat.

Key findings 2

Seeing progress and achievement and observing their friends' accomplishments is the key motivation for our users to stick using the application.

Recommendation 2

To keep our users motivated and encourage them to use our products, we believe if they could track their weight loss visually could be so encouraging.

Thing to consider:

- Users could add their weight daily and track their weight loss visually (line chart).

Findings

4 out of 5 participants wanted to track their friends' achievements and celebrate together because it is more fun and motivating.

In this application, charts play an important role. Users refer to observe their progress visually.

Participant 1

“I do like to track my weight visually and observe my weight loss fluctuation.”

Next Steps

- Validate findings with surveys
- Conduct foundational study how make healthy diet more fun and easy
- Run a design sprint for brainstorming

Appendix

Data Collection and analysis

