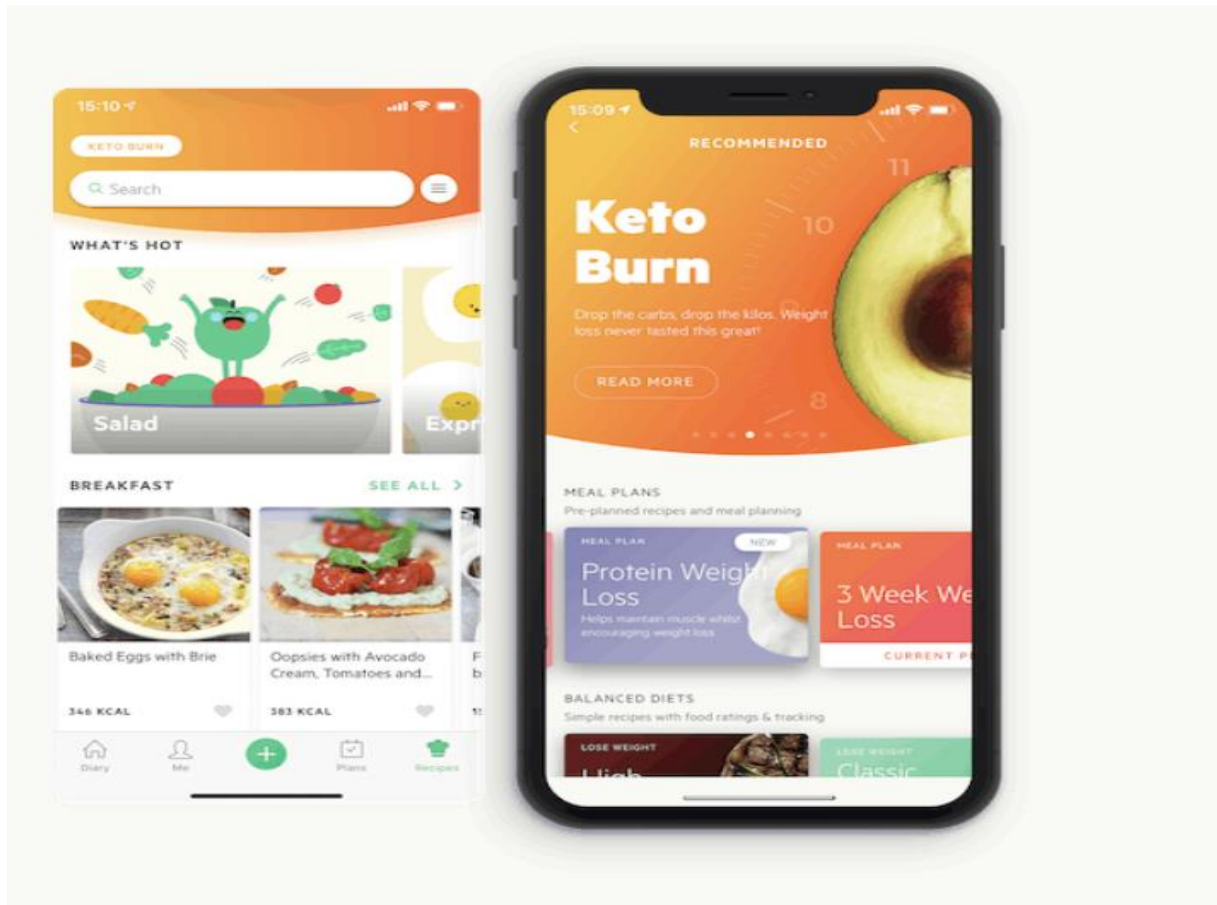


## PROBLEM SOLUTION FIT

Diet and nutrition applications help users develop healthy eating habits. Take HealthifyMe as an example. The app lets users quickly pull up nutritional information and track calories, workouts, and macronutrients. Users also get diet tips and suggestions for healthier foods. Another great example is Lifesum, a health and fitness app that allows users to count calories, create personalized diet plans, monitor daily healthy habits, get meal suggestions, track macros, obtain more detailed information about their weight, body fat, waist size, and BMI, and receive tips and feedback on how to improve over time and develop healthier eating habits. What's interesting is that Lifesum is the first healthcare app that has been launched for Google Assistant.

There are different types of diet and nutrition apps including:

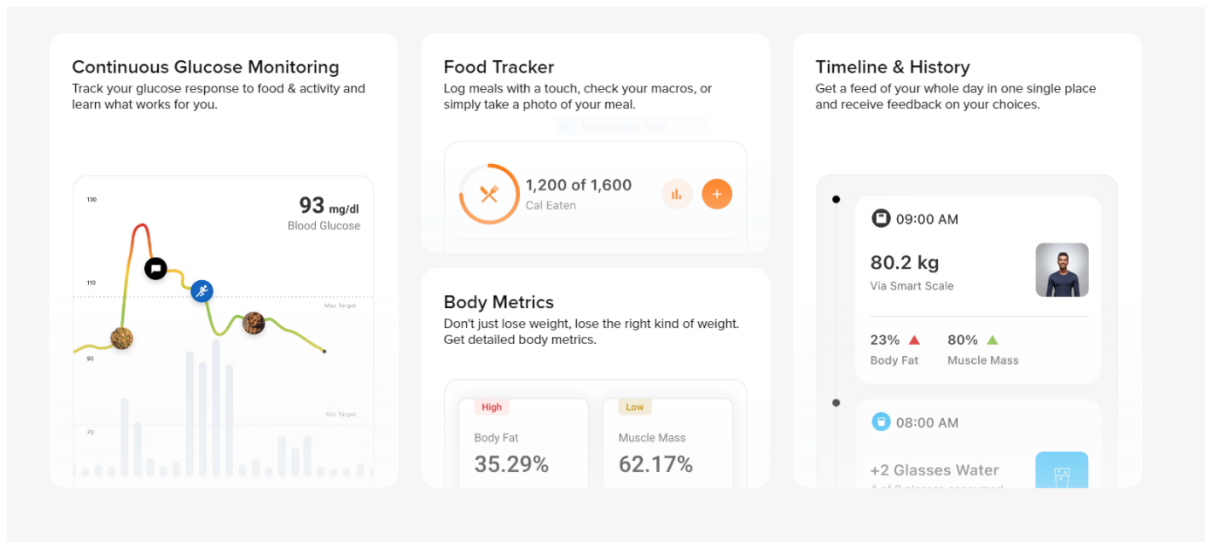
- Vegan nutrition apps
- Pregnancy nutrition apps
- Diabetes trackers
- Fitness nutrition apps
- Bodybuilding nutrition apps
- Marketplaces that connect users and nutrition coaches



The major reason why startups fail is not meeting a market need, according to CB insights. That's why it's very important to know who you're going to target with your particular app before rushing into development. If your app doesn't create real value for its users, it's worthless. You need to understand the demographics of your target market and the problems they cope with. This will help you create a one-of-a-kind solution.

Below, we give you statistics on industry leaders and target users:

- As of March 2020, the leading health and fitness mobile apps in the Google Play Store were MyFitnessPal, Calm, and Headspace.
  - The typical user of a diet app is young. As of 2017, 17% of 30- to 45-year-olds and 26% of 18- to 29-year-olds regularly use apps to track their diet and nutrition.
  - Eating healthier was one of a New Year's resolutions for 48% of Americans.
  - Users download healthcare apps to monitor nutrition, track exercise, learn to work out, and reduce weight.
- 
- **Discovery and research.** First, you introduce your idea to the software development team. Then, we help you determine if your app idea is viable by analyzing competitors, the market, and the target audience. After we validate market demand for your product, we define the key objectives and the core value of the app and write a product specification document to outline how your app will function.
  - **Prototyping.** At this stage, our design team proceeds to wireframing. This saves developers' effort and time and specifies the app's structure, navigation, and features.
  - **Code development.** During this stage, your team turns your idea into a product.
  - **Testing and deployment.** After your app is developed, our QA specialist tests it and makes sure there are no bugs. After that, we publish it to the app store(s).



## Must-have features of a diet and nutrition app

- Although certain features are only apt for particular applications, some core features can be found in almost any diet and nutrition app.

### Personal profiles

- After downloading your app, a user needs to registrate and create an account. At this stage, users should fill in personal information like name, gender, age, height, weight, food preferences, allergies, and level of physical activity.

### Food logging and dashboard

- Allow users to analyze their eating habits. They should be able to log food and water intake and see their progress on a dashboard which can track calories, fat, protein, and carbs.

## **Push notifications**

- Push notifications are an effective tool for increasing user engagement and retention. To motivate users to keep moving toward their goals, you should deliver information on their progress toward the current goal and remind them to log what they eat.

## **Help**

- App onboarding is crucial. Make sure you provide clear instructions on how to interact with your app. Don't forget to include a help button in case users have problems.