

I want something Awesome

Why diet maintain so hard?

What is best for me

I want Multilingual

Excitement

Satisfaction

Nervous

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Variety.

Moderation.

Market offers three types of plan

Free

Starter

Unlimited

Is there any fee for login

What do they HEAR?

what friends say
what boss say
what influencers say

FRIEND pushed me to join nutrition assitant application

BOSS says this is a must have everyone

INLUENCERS says what about pricing is this valuable for money??

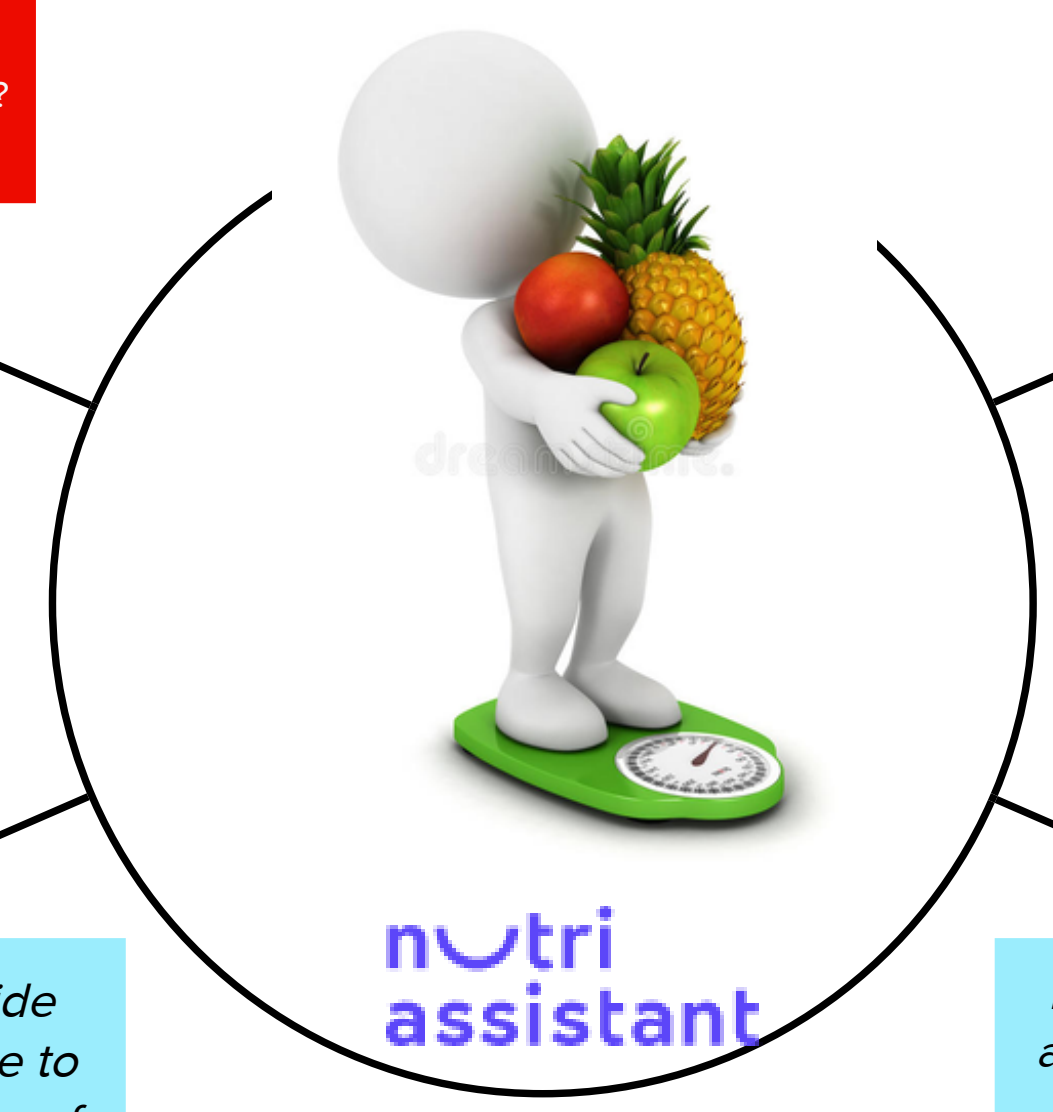
What do they SEE?

environment
friends
what the market offers

quickly change the meal plan

Large selection of variations

use one nutrition software that handles everything.



Provide service to all type of people

Nutrition assistants help dieticians

with providing proper nutrition

plan meals and menus

Extensive food database

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Schedule at least one night off.

Start Small

Balance

calorie control

Consideration for individual likes and dislikes

diet recipe analysis

weight loss goals.

allow you to see how much you're actually eating.

PAIN

fears
frustrations
obstacles

The number of calories and their breakdown can be hard to estimate

Inaccuracy of nutritional facts

Need to be integrated with other information in order to provide meaningful insights.

Like a lot of other wellness data, nutritional logs

When it comes to nutrition, most of the tracking is self-reported, rather than automated. As a result, users can easily underestimate (or overestimate) caloric intake and portion

your food intake might have a different meaning

if you just completed a half-marathon than if you were sedentary for most of the day.

You are more likely to stick with your weight loss goals.

The recipes you thought would be great, could end up tasting terrible.

GAIN

"wants" / needs
measures of success
obstacles

nutrition plans as per client requirements

Design individualised diet

Easily customized plans

Monitor patient progress

LEARN PORTION CONTROL
Planning your own meals will allow you to see how much you're actually eating. This also prevents you from overeating at restaurants, which tend to serve a way bigger portion than you should actually be eating.

Easily access anytime anywhere

SAVE TIME. SAVE MONEY. AVOID WASTING FOOD.

oversee meal preparation

Attractive user interface