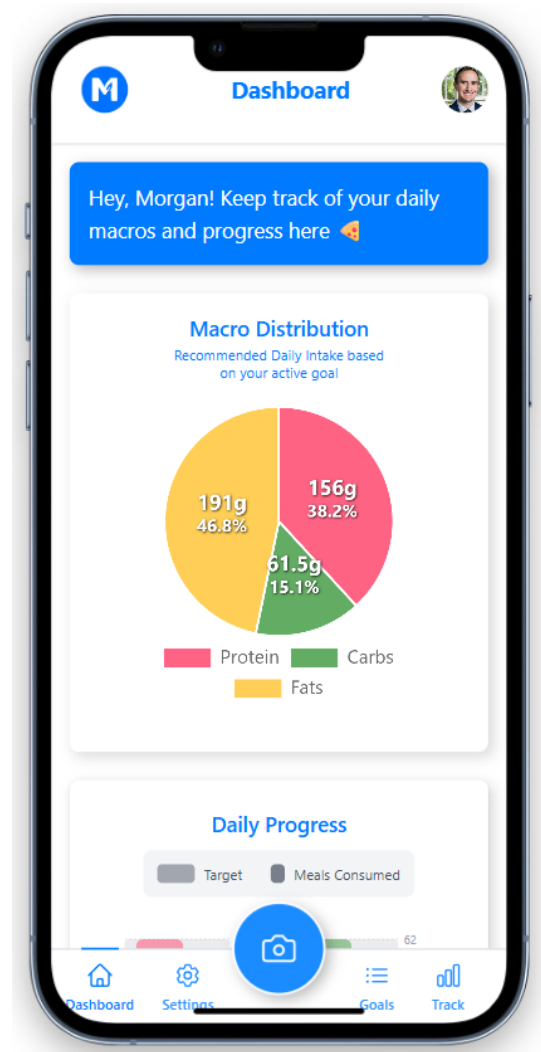


MacroMates Blog

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Overview

MacroMates helps users easily track their meals and macronutrients in a straightforward manner. The app is designed for anybody who wants to effortlessly and effectively track their meals and macros for health and/or fitness purposes.



Current problem:

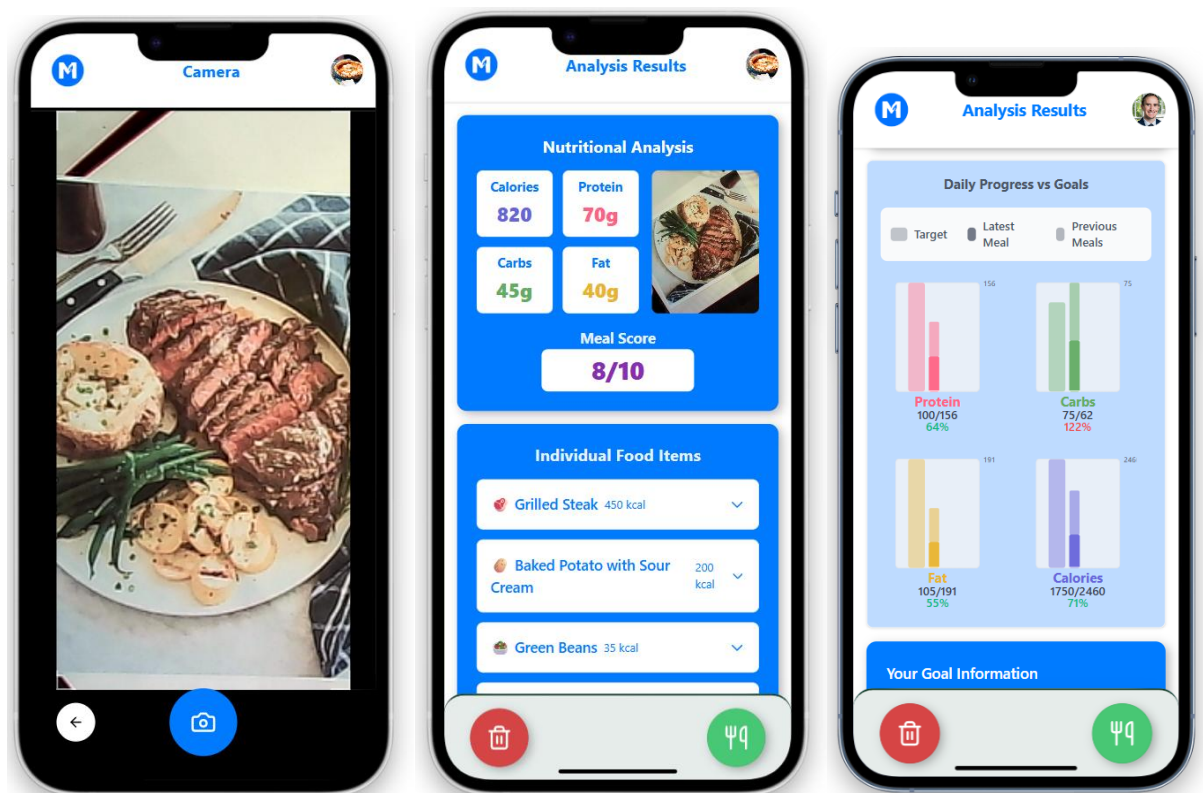
Setting realistic nutrition goals & consistently achieving them is a daunting task for most. Manually inputting each ingredient of a meal into an app like MyFitnessPal can be tedious. This can lead to abandoned goals and poor long-term results.

How MacroMates solves this problem

Levering the power of AI, MacroMates helps users to set, validate, and track their nutrition goals and help them truly stay “on top” of all their calories and macronutrients. By providing instant feedback, smart suggestions, and a user-friendly interface, our app makes it easy for anyone to start and maintain healthy eating habits.

With just a simple snap of their phone camera, users can gather insightful data about any meal they consider to eat; the app will analyse the image, compare it with the user’s personalized goal and biometric data, and then present an overview of the meal’s macros and calories along with personalized insights.

This is one of the truly distinctive features of the MacroMates app – all the meal data sent for analysis to AI is compared in relation to the user’s personal profile. For example, if the user is older and has a goal to reduce their blood pressure and cholesterol, they would receive a much lower “meal score” for the same plate of meat and fries that would be taken by a younger user with a goal to build muscle. With this approach, MacroMates takes every user’s needs and goals into account.



Set nutrition goals in natural language (e.g., “I want to lose 5kg in 2 months”).

Users can set clear nutrition goals simply by using natural language, and AI powered suggestions, calculations and realistic goal timelines help users refine their goals.

The image displays two smartphone screens side-by-side, showing the MacroMates app interface for setting nutrition goals. The app has a blue header with the 'M' logo and 'MacroMates' text, and a bottom navigation bar with icons for Dashboard, Settings, Goals, and Track.

Left Screen (Step 1 of 2: Goal Setup):

- Select Your Goal:** Radio buttons for Lose Weight (selected), Build Muscle, Improve Health, and Other.
- Target Weight (kg):** A slider set to 68.
- Target Meal Score (1-10):** A slider set to 7.
- Set goal (with amount and optional time frame):** A text input field containing "I want to lose 3kg in 2 months".
- Validate Goal:** A blue button.

Right Screen (Goal Confirmation and Suggestions):

- Goal Summary:** "goal to lose 3 kg over 3 months is both reasonable and safe. Given your current weight of 79 kg and height of 180 cm, this goal represents a moderate and achievable weight loss rate of about 1 kg per month. As a male, your muscle mass will help with calorie burning, and your moderate activity level supports a sustainable caloric deficit."
- Suggestion:** "Continue with your plan to lose 3 kg over 3 months, focusing on a balanced diet and regular exercise to ensure it's sustainable and healthy. Ensure you're incorporating strength training to preserve muscle mass during weight loss."
- Timeframe in Days:** "90 days".
- Confirmation:** "✓ Your goal looks great! Ready to submit?".
- Submit Goal:** A green button.

Track daily macro intake with visual charts, graphs and progress bars

Once user goals are defined and meals are logged through pictures, all important data is clearly laid out in the intuitive dashboard. Here, the user can stay up to date on the daily meals and macros they've consumed. The MacroMates app also offers a database that tracks all the users' meals and macronutrients consumed over the past weeks, months and years, providing the users with a powerful interface through which they can analyse spikes or dips in their macros and, with this, learn more about their eating patterns.



Tech Stack

- **Frontend:** React, Vite, Tailwind CSS, DaisyUI, Chartjs, React Webcam
- **Backend:** Django REST Framework
- **Database:** PostgreSQL
- **AI Integration:** OpenAI
- **Deployment:** Docker, Gitlab & Digital Ocean

Outlook

MacroMates is “out the gates” and just getting started. Planned future milestones include:

- **Gamification:** Rewards and Achievement Badges.
- **Enhanced AI:** Improve accuracy of the AI macronutrient calculation
- **Community Features:** Social sharing, group challenges, and support forums.
- **Integrations:** Sync with wearables, health apps, and barcode scanning for food logging.
- **Open Source & Collaboration:** Welcoming contributions and feedback from the community.