

Food Allergy App

Ty & Josh

Elevator Pitch

An app that allows users to scan the barcode of a product they are shopping for and returns the allergies that are in the product. The allergies it will return are determined by the user once they have created an account. The app will then return alternative products or suggestions if the user wishes it so.

Assumptions of What People May Need

1-people with allergies have a hard time identifying what items are in products as they are not always listed or are listed as something else (different names)

2-people who need to know allergies in products will be happy with finding the accurate allergy list on their smartphones

3-people who need to know products allergies can't always get accurate information quickly and while on the go as not all google searches are accurate or helpful.

Problem Statements

Identify if the individual has a food allergy or not

Identify how severe the allergy is? ex - Mild, heavy (milk is more dangerous than a slice of cheese)

Identify the motivations of the people who have food allergies (why avoiding)

Identify the expectations of people who have a food allergy that are trying to avoid those allergies - (what are they expecting from my tool?)

Identify most common food allergies

Identify the questions and concerns people have when using my tool

Survey Questions

1. List your food allergies
2. Why are you looking for a way to avoid food allergies?
3. What are you expecting from a tool that helps identify food allergies?
4. What food allergies are you actively looking to avoid for yourself or a loved one?

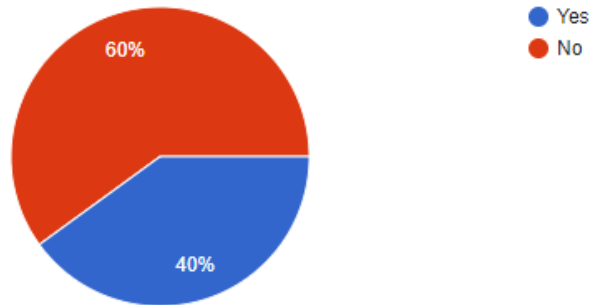
5. What questions and or concerns may you have using my tool?
6. What methods have you used to identify allergies in foods?
7. How often are you accidentally consuming foods you are allergic to?
8. When did you find out about your food allergy?

Survey Findings

1-Less than 50% have allergies

Are you allergic to anything?

10 responses



2-Allergies vary - no two are the same

List your food allergies

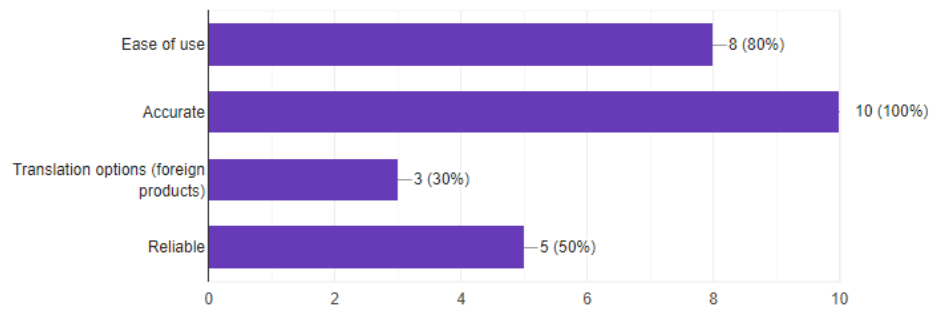
9 responses

n/a
N/A
Beans
Not really an allergy but I'm lactose intolerant
N/a
Gluten Sensitive
None
none
Bananas

3-Accuracy is the most important part of the app

What are you expecting from a tool that helps identify food allergies?

10 responses

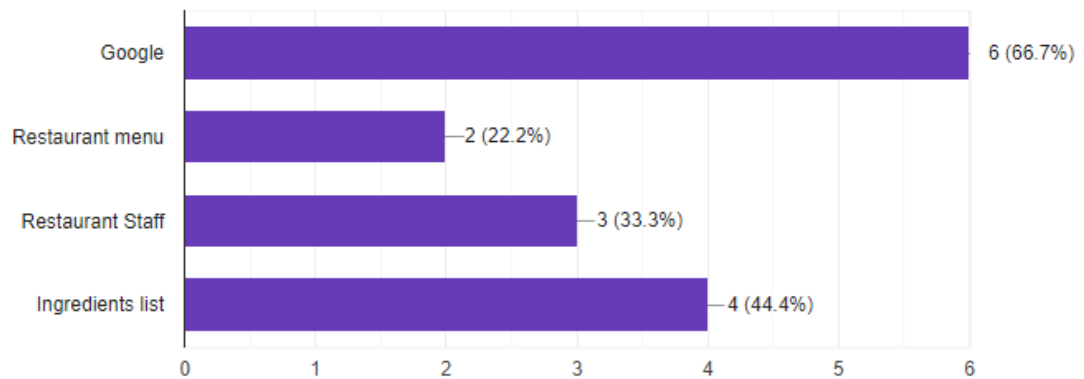


4-Most people are using Google to find what foods include their allergies

What methods have you used to identify ingredients you're allergic to?



9 responses



Problem Statement Findings

Were you able to answer your problem statement? Yes

A wider variety of people would help get a more accurate idea of how this would help

No need to modify the survey

We learned that not many people have allergies but those that do would like a better way to be informed on their allergies in foods