

# Feedback and Users

Can users interact with other users is it a communicative app

What happens if it doesn't have certain products like apple juice, coffees, or foods like cantelope

How many users are expected to use this app in a year, daily, monthly. How many active users is the app meant to run?

How do we simplify the app for users, is it like a scanner or a search engine? Is it like sir where you give it a command?

What will happen if the program doesn't give the specific nutrition facts for the prices that are given in this program

# Advertisement and Marketing

## Hurdles

What if the nutrition facts are not yet available for what you are looking for?

What if the program had difficulty identifying the food name and finding the information about where and when the food will be delivered/tracked from

What is stopping other big names like NIKE, and other sports brands from bullying us out? What do we offer that they dont?

Who will be our competitors in the app categories and how will we be able to pass them in users?

How will we be able to catch up and fix the bugs or crashes that users experience in the app?

How will we be able to reach our target audience?

Where should we publish advertisements for our program in order to get to our target audience?

Should we advertise our app online or also in public places in order to reach as many users as possible?

How can we utilize social media to get to our target audience?

How can we use other brands in order to help advertise our app?

## Pricing/cost/investors

How much does it cost to scan these products or build an app.

Will brand deals be made to work with certain products like gatorade, prime, Doritos, subway, etc

Who would want to invest personal trainers, d1 athletes, big brand names like Powerrade, publix, target, etc. Who do we want to invest and how can we get them too?

Would this be a one time price or a subscription over months and years. How do we have users stay with us but keep funding the company?

How does it cost to buy a server, make a website, establish routers, build a nutrition program, make a search engine for food and drinks