Carnivore Lifestyle

CARNIVORE LIFESTYLE PROJECT REPORT

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Introduction

In recent years, there has been a growing awareness among people towards leading a healthy lifestyle by adopting good eating habits. Many people, such as sports enthusiasts and health-conscious individuals, have started prioritizing nutritious foods in their diet. However, finding healthy food options that meet their specific dietary needs can be a daunting task, especially for those who are new to this lifestyle. Similarly, people with health conditions, such as heart disease or allergies, also face challenges when it comes to finding suitable food options. This problem of finding healthy and appropriate food choices in supermarkets has become a significant concern for many individuals. In this context, it is essential to understand the factors that contribute to this problem and explore possible solutions to make healthy food options more accessible to everyone.

Roadmap

As a team, there were a few key things that we followed in order to create the best solution to our problem. We made in advance our research papers and project plan for our app. We then set up our Git, so that we can work together on the project and keep track of everyone's work as we assigned tasks/issues to us. We conducted regular meetings to further track how everything is going

Double Diamond model

We decided to use the double diamond design process model, which is a problem-solving framework used to explore and identify possible solutions to complex problems.

It consists of four stages arranged in two diamonds. The first diamond involves exploring and gathering information about the problem, while the second diamond involves refining and testing the selected solution. The model provides a structured approach to problem-solving and innovation, with a focus on user needs and research
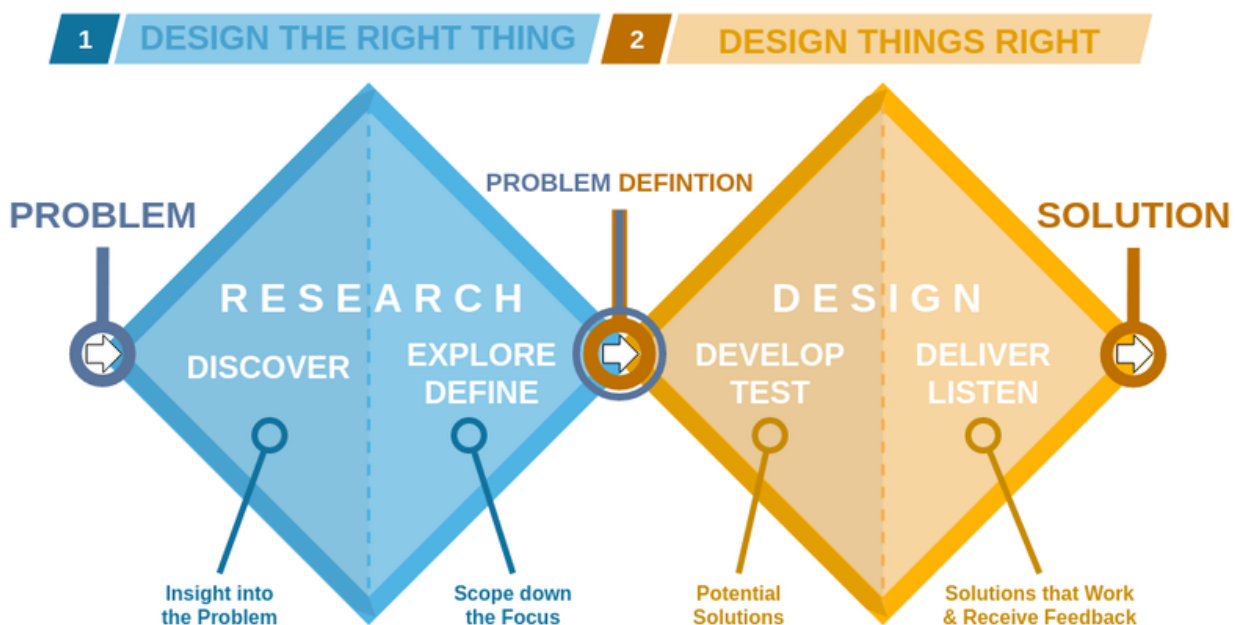
Results from research document

Based on the research document, we can conclude that shopping for specific dietary needs can take place in multiple locations, and a mobile solution can enhance the shopping experience for users in all of these locations. The mobile app can provide customized recommendations, recipes, and meal plans based on dietary preferences, as well as offer a seamless and convenient checkout experience, loyalty programs, and social sharing

The target group for our idea of creating a mobile solution that enhances the shopping experience is for carnivores. This group is ideal because they have specific dietary needs and preferences that can be challenging to navigate while shopping, and they represent a growing segment of the population
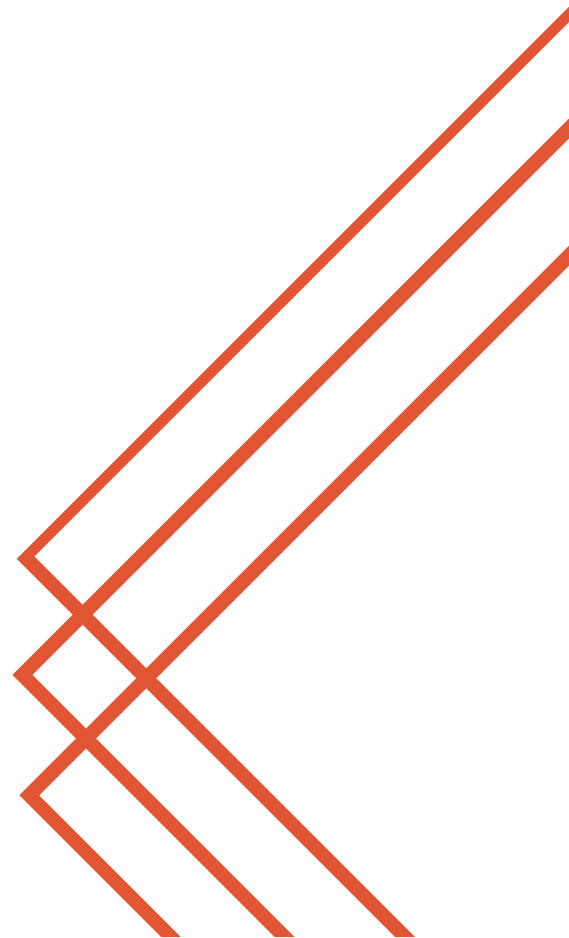
Results from research document

Gamification tricks that work in this scenario include rewards and loyalty programs, progress tracking, social sharing, challenges and competitions, and personalization. By incorporating these tricks into a shopping app, we can increase user engagement and motivation, ultimately leading to a better shopping experience for our target group

Successful examples of mobile solutions for shopping apps that have been implemented include Walmart Grocery and Amazon Prime. These apps offer a variety of features, such as personalized recommendations, easy searching for products, and discounts on select items
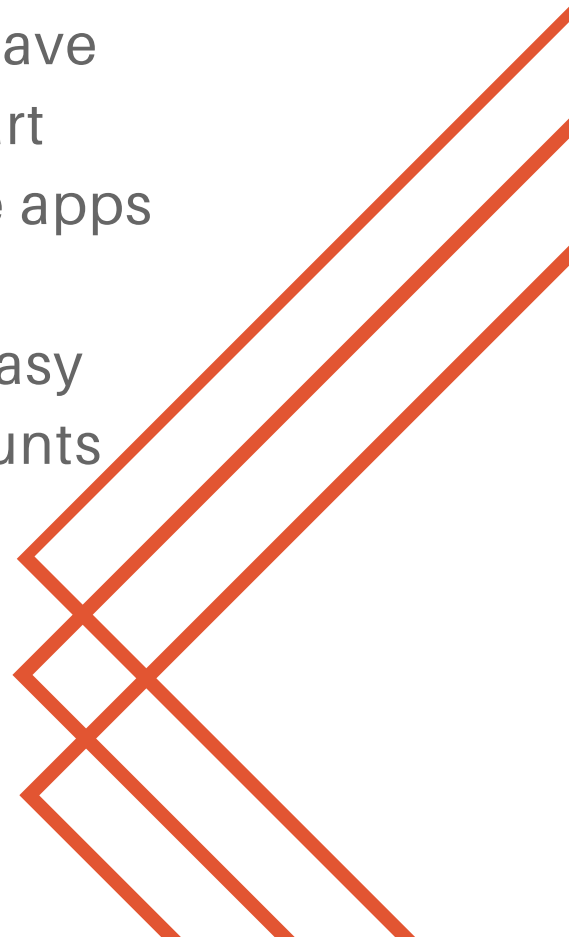
Results from interviews

We wanted to make an interview with a carnivores in order to understand deeper the challenges that people following this type of diet might face when trying to find suitable products and meals. We spoke with a student at Fontys University of Applied Sciences, who has been following the carnivore diet for a while. He shared with us his experience and struggles of finding suitable products and meals, and gave us valuable insights that can help us create a carnivore diet-friendly application that can make life easier for people following this diet. His key point really helped us navigate to the best approach to create and design our solution
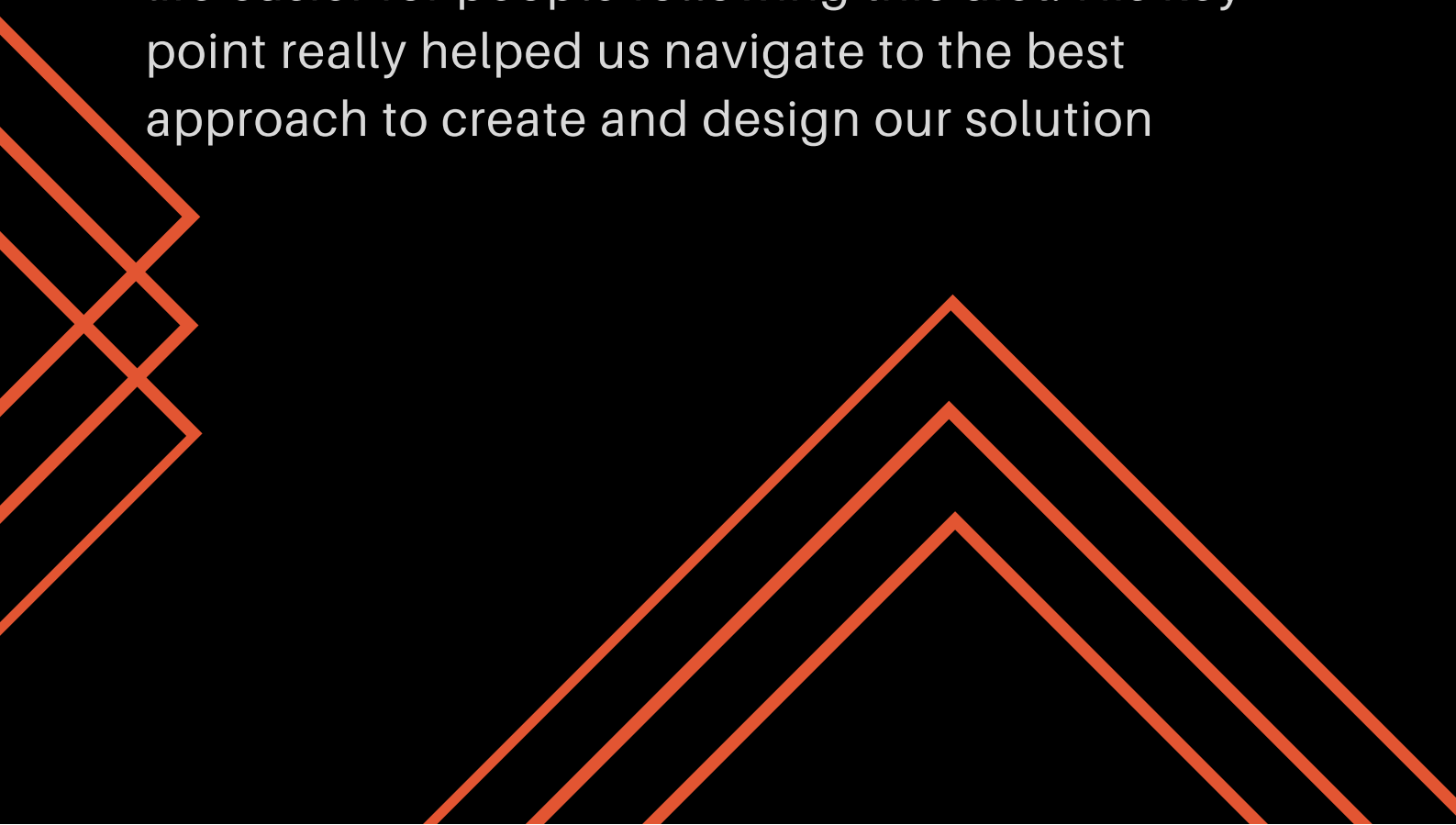
Persona

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Male, 22-years old full-time international student studying at Fontys University of Applied Sciences. Leading carnivore lifestyle since January 2022.
As well as most of the international she is a part-time warehouse worker and the job itself has some potential risks of injuries due to the fact that it is a physical job. Therefore, in such case of an emergency he needs help from a doctor.

GOALS

- Graduating University
- Corporate job position
- Traveling the world
- Owning an apartment
- More time for friends and family

NEEDS

- Bigger variety of meat
- Easier access to the type of food he needs
- Competence

HOBBIES

- Boxing
- Yoga
- Reading books
- Watching TV
- Clubbing

FRUSTRATION

- Not all places suggest steak meat
- Ignorance about his needs at the store
- Lack of variety
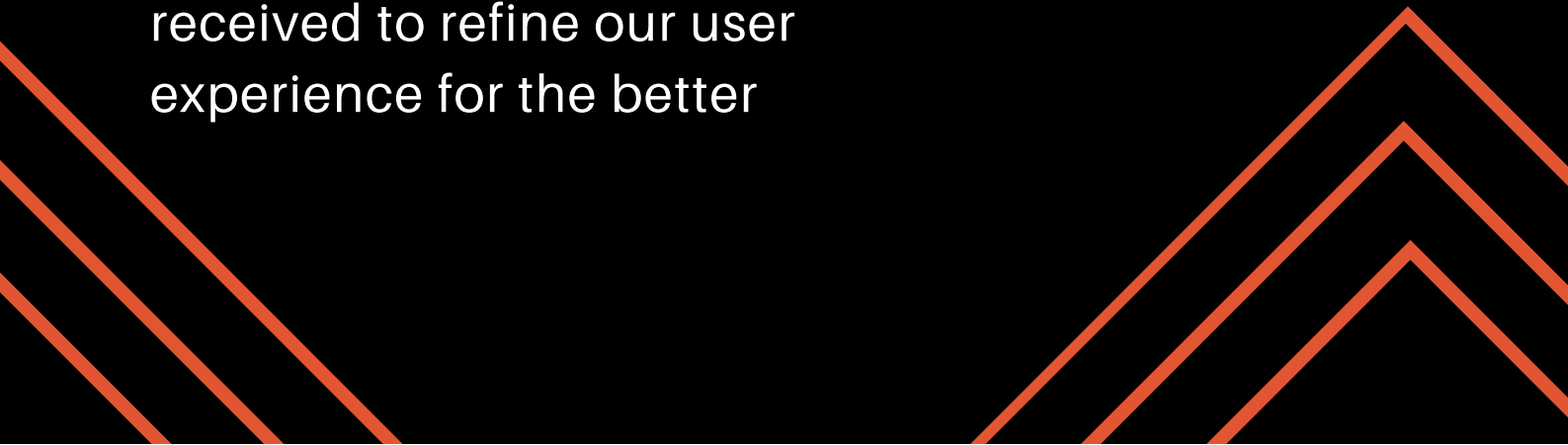- Finding an app for meat for easier access and ordering

Project plan

Our project plan for the carnivore lifestyle application covers a range of critical aspects, such as the project's goals, constraints, and deliverables. It goes into further detail about the intended functionality and features of the app, as well as the target audience and their specific requirements

PROJECT PLAN

CARNIVORE LIFESTYLE

MARTIN TODOROV
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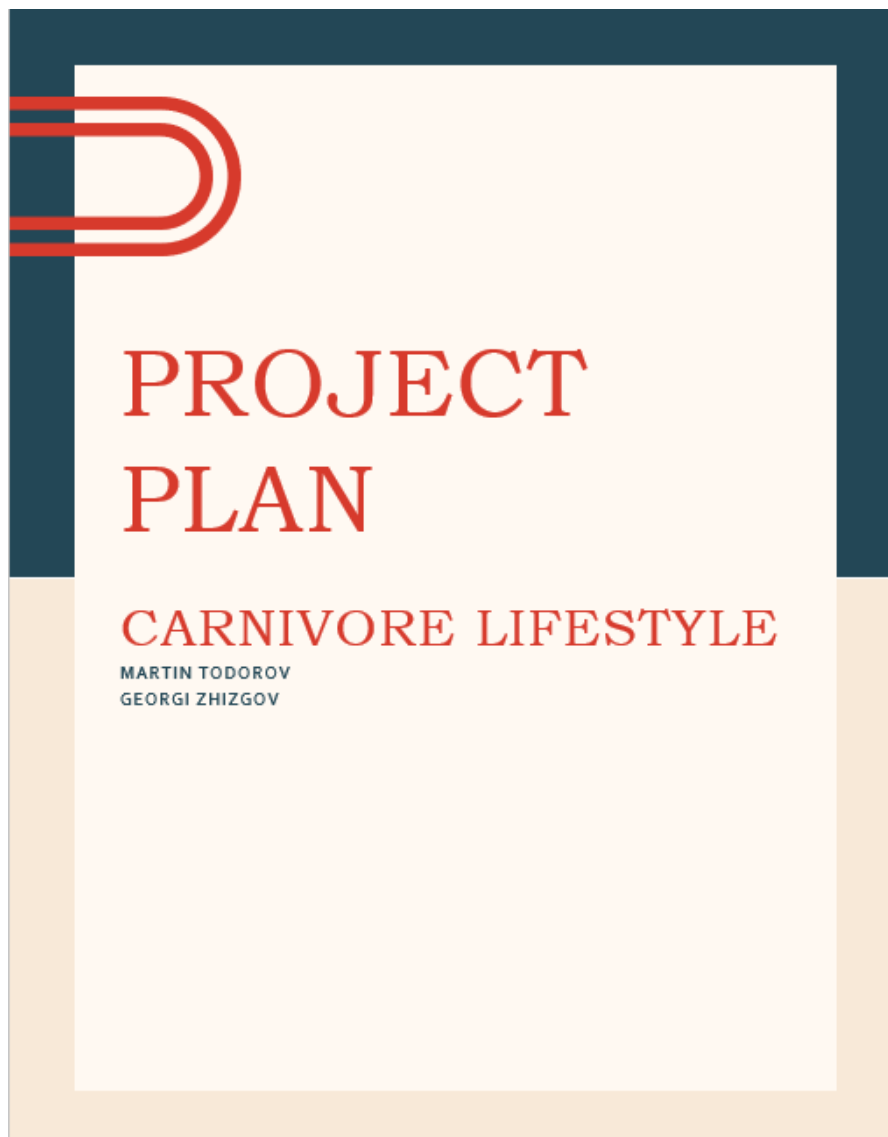
Paper prototype

We created paper prototypes of our carnivore lifestyle app to test its functionality and user experience. These prototypes allowed us to quickly iterate through different design ideas and refine the app's features before starting development

To test the prototypes, we enlisted a volunteer who followed the carnivore lifestyle to provide feedback on the app's usability and functionality. The volunteer interacted with the paper prototypes, providing feedback on the app's user interface, ease of navigation, and overall experience. We used the feedback that we received to refine our user experience for the better

Figma prototype

After testing the paper prototypes, we created a prototype using Figma. The Figma prototype enabled us to visualize the app's design and functionality more realistically, providing a more accurate representation of the final product.

We conducted user testing on the Figma prototype, enlisting individuals who followed the carnivore lifestyle to provide feedback on the app's usability and functionality. Participants were asked to complete various tasks within the app.

The feedback we received from user testing on the Figma prototype allowed us to make further improvements to the app's design and functionality, such as improving the navigation and adding new features. This testing enabled us to refine the user experience and ensure that the app is easy to use and meets the needs of its target audience.

Carnivore lifestyle app

After conducting research, creating prototypes, and finalizing the project plan, we transitioned into the development stage of the carnivore lifestyle app. We worked diligently to turn our designs and plans into a functional, user-friendly application.Throughout the development process, we followed a rigorous quality assurance and testing process to ensure that the app met the highest standards of functionality and usability.

Overall, the development stage was a crucial step in bringing our carnivore lifestyle app to life

Posters

   In addition to developing the carnivore lifestyle app, we also created promotional posters to help raise awareness and generate interest in the app. These posters were designed to showcase the key features and benefits of the app in a visually appealing and informative way.