Student submission:

My observations fall under the design brief is Change.

I observed three individuals trying to find out if they have met all the necessary nutrients they need for their body based on the food they ate within the past 24hrs. Although all the information is readily available (and in large quantities) on the internet, the process of researching and discovering which foods contain which nutrients wasn't at all exciting. I believe there's an opportunity there to deliver these information to the users in a manner that's both relevant and quick such that they can make better decisions around what to eat and understand the benefits and effects of different nutrients. Having a better awareness and knowledge leads to making different decisions and causing changes in behaviour. Eating better and healthier is a habit that many want to develop, I want to make it easier for them with my product.

POV: Making sure one has consumed all the essential nutrients is important, but its success is often at the expense of spending lots of time and energy to do tracking and researching. Let's try to gamify this process. Tracking can be exhausting, let's make it an easy and rewarding experience.

> ***Staff score and explanation:***
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> *Point of view: 4*
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> *The reference to gamification seems potentially out of place and too specific. The last sentence is closest to what we are looking for in the point of view.*

My words are: Fun, Intuitive, simple, informative, rewarding, friendly, control, confidence, smart

My inspirations:

1. **Mint app:** Mint is a budget app that links to your financial banking account and categories your purchases automatically without me ever having to input any data. Like how mint is set up, I want my product to offer a lot of value to my users while needing as little user input data and time commitment from the user as possible
2. **My fitness pal:** A great calorie tracking application. They have a huge library of foods and their nutrition facts that I can trust. I want my product to feel just as reliable and trust worthy.
3. **Naturalnews.com article reference:** The information provided by the website is both easy to understand and straight forward. I want to present the data/information that my user needs in the same manner.
4. **Transit app:** Transit app has a well-designed simple interface that looks great and is easy to use. Important features are always visible while not so important ones are hidden but will be revealed when certain events are triggered. This removes a lot of clutter and focuses the user on what they

want to know/do at that moment. I want to make my product be just as simple and relevant to my users.

5. **Any.do app:** Great to do list app, I use it all the time. It doesn't have a lot of features but it does everything well. I want to have that narrow minded/goal oriented focus as well for my product.
6. **Balsamiq:** Great wireframing tool that has a sketchy feel too it that makes it less intimidating and more fun. I want my product to be fun to use and friendly. Nutrition topics may seem dreadful to some, I want to turn that into something that's interesting and insightful
7. **Timely app:** Amazingly well designed alarm/time app. The slick interface is not only beautiful but full functional. It's hard to balance between beauty and functionality and it did just that. I want to my app just as fun to use and meaningful to my users.

Staff score and explanation:

Inspiration Quantity: 5

The student has at least 5 inspirations listed.

Inspiration Quality: 4

The student's list of inspirations are diverse across solution domains. Each inspiration also has a concise explanation as to why it was chosen, but could be expanded on to be more insightful.