|  |  |  |  |
| --- | --- | --- | --- |
| **Concept Poster** | | | |
| *Concept Name*  Calorie Tracker | | *What’s the big idea?*  Describe your idea in 5-7 words  Bridging PayLah! & Healthy365 to boost usage of calorie tracking. | |
| *Who are we designing for?*  Tech savvy + health conscious user | | *What’s the problem/opportunity?*  Counting calories is inconvenient --> integrating calorie counting into cashless payments to automate the process (PayLah!) | |
| *How does it work?*  Describe the mechanics/steps of the concept (Draw if needed)  **Process Flow**  *Food Menu* is created via website/app. Hawker owners will insert pre-templated food such as hokkien mee or fish ball noodles, After which, a QR code will be generated to be placed outside their stores. | | | |
| *Why will the concept work?*  Explain how the concept solves the problem/opportunity specified  It will seamlessly eliminate the need for user to make an additional move to key in the food that they had consumed. | *What is the value proposition for the Govt and Bank?*  State the impact/benefits that your solution will bring to both the Government and Bank perspectives  - Government: track this generation’s food choices. The data can be used to better manage possible chronic diseases. Being able to anticipate diseases allows the government to mitigate health issues through ways like roadshows and building health facilities in better locations.  Bank: help PayLah! gain market share amidst competitors and portray DBS as a bank that promotes holistic lifestyle needs → generate goodwill, especially among younger generation who are starting to/will get involved in banking. | | *How will you measure success?*  State the metrics to track and pass/fail criteria. Why were these chosen?  - Government: More users who are more engaged (check time spent in application) using the Healthy365 application → Shows that our solution gives people greater incentive to make healthier choices and manage their health in a smart/digital way  - Bank: More users using PayLah! and more people using PayLah! to pay for food (check category) → Shows that our solution makes calorie counting way more convenient |