

# **iOS Product requirement Document :**

**Product Name:** Glo Eat

**Product Type:** iOS Application

## **App Ethos :**

To empower individuals to eat all over the world , pioneer inclusivity in the food sector.

**Audience :** Food allergy, Intolerances, Gluten Free, kosher, halal, vegan , vegetarian ,

**Demographic:** people above the age of 12

**Country:** international.

## **Overview :**

Glo is an iOS application for mobile devices and for compatible devices such as a tablet . This application is tailored for users with food restrictions such as food allergies , vegetarians , vegans and more. It serves as a multipurpose app with features to enable users to translate and communicate their food restrictions, generates tailored and customisable helpful phrases, scans labels for food restrictions and with an AI chatbot.

## **Problem Statement:**

Personal Experiences with allergies all my life have inspired me to develop the concept for this app. Whilst travelling I found that was when I was at increased danger of facing an emergency or eating the wrong thing due to the language barrier. This language barrier at time is not easily solved with existing platforms such as translation apps or restaurant finders. This app combines all the features creating the perfect travel companion for users who have dietary requirements and want to ensure that they can maintain their lifestyle whilst abroad.

Today in society, there has been increasing amount of people with dietary needs such as allergies, vegans, vegetarian's intolerances, and religious diets. While there is information regarding these dietary need's individuals with these diets experience restaurants, purchasing foods and general life differently due to the several challenges. There is limited awareness among the public regarding the severity and prevalence of a food allergies in public including restaurants and suppliers of food services. There are challenges related to avoidance , it is difficult to avoid allergens or foods when the main factor contributing to accidents is unintentional exposures. This occurs due to unclear food packaging labels in different languages, making communication one of the main challenges. This problem becomes worse when travelling, due to language barrier. [1]

## **Market Analysis Summary:**

According to Zion Market Research the global food allergy market had a valuation of approximately USD – 40.13 billion in the year 2022 [2]. Anticipated that this market will witness substantial growth with a valuation of around 59.49 billion by the year 2030 [2]. The global vegan food market size was valued at USD 16.45 billion in 2022 this is projected to reach USD 36.03 billion by 2031 with a growth of CAGR of 9.1% within the period 2023 -2031. [4]. This reports the largest market in North America but the fastest growing market in Asia Pacific. Research into these individual markets for both allergies, dietary requirements like

veganism, vegetarianism, religious dietary requirements all indicate the ever-expanding international market size of individuals with dietary requirements due to increased globalism and food tourism.

## Proposed Solution

Competition analysis identified a gap in all these apps which varied from lack of inclusivity of different dietary requirements, to insufficient translation languages, these apps focused on users travelling mainly in European countries so only provided translation for European languages. Limited features on these apps led to the decision to create a platform that combines all these useful features and improve them to create a more tailored experience for the user. Introducing Glo Eat.

## Main Features:

Feature 1 : Map feature to locate nearby restaurants and shops abroad , enables users to rank and rate different restaurants. According to their dietary requirements

Feature 2 : Camera Scanner Translator , Camera scanner that can indicate to the user whether the menu or food label is safe for the user by translating the label.

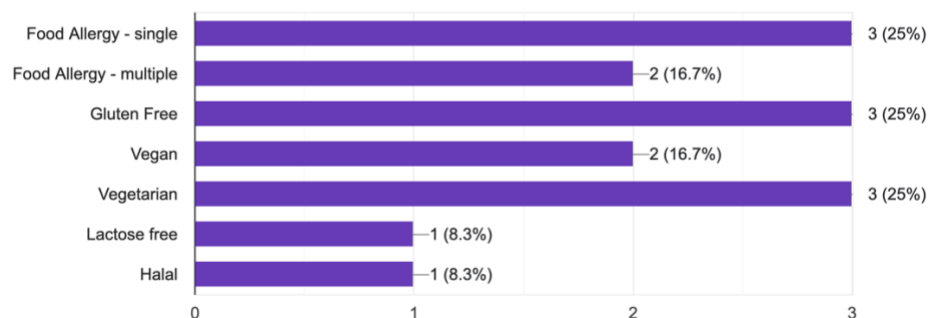
Feature 3: Travel cards, personalised and tailored translated cards, with useful phrases for travelling and asking about dietary requirements as well as emergency / health questions, the user can set the language.

Feature 4: Food diary , user can note down what they eat and track where they eat using the diary feature with integrated calendar.

## Feedback from Survey:

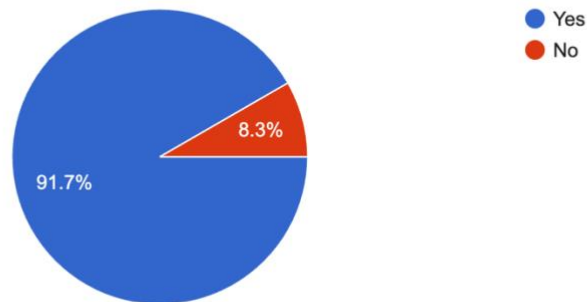
1. Do you have any food allergies or dietary requirements (vegan , vegetarian ) or know someone with dietary requirements ? If so please select the ones that apply and feel free to elaborate below.

12 responses



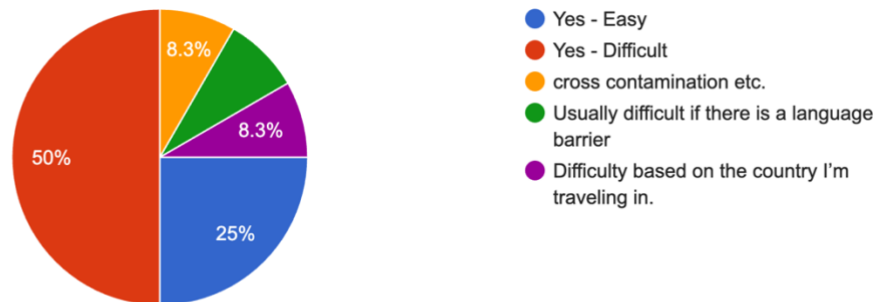
2. Do you often travel outside of your home country ?

12 responses



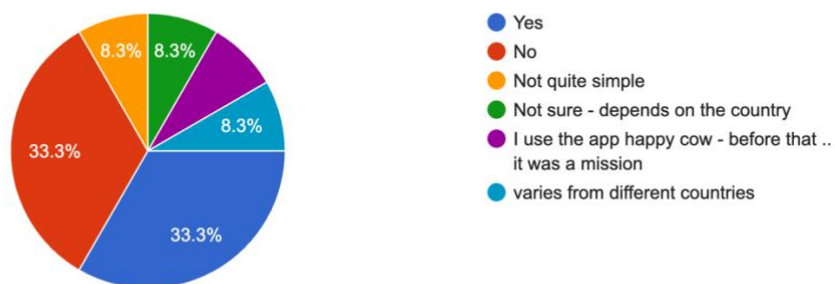
3. Do you find yourself in a situation where you have to communicate your allergies or dietary requirements to restaurants or shops ? If so has this ...been easy or difficult . Feel free to explain if so.

12 responses

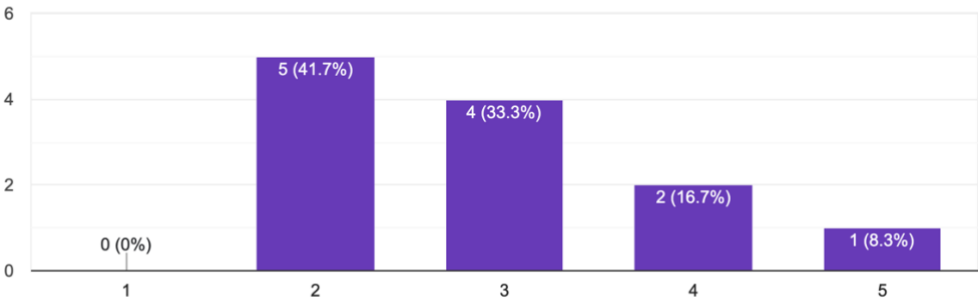


4. Is it easy to find restaurants or shops that cater to your dietary requirements abroad ?

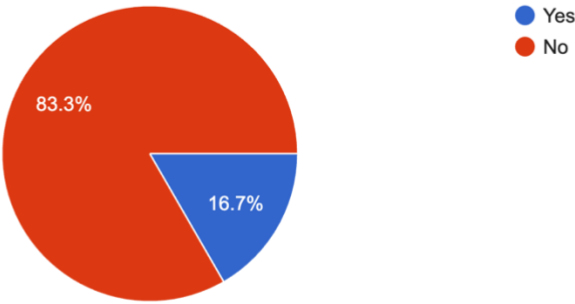
12 responses



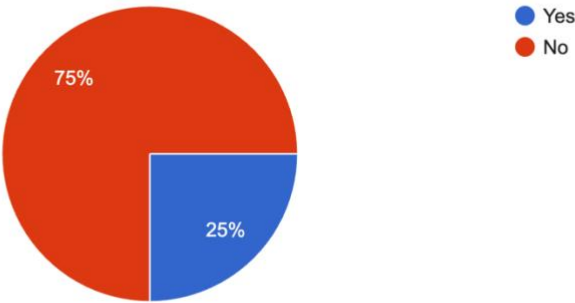
5. How would you rate your experience with communicating your allergies abroad with existing apps like google translate etc. from 1 -5 Any issues with explaining the context of your food allergy ?  
12 responses



6. Have you ever found yourself in an emergency situation related to your allergies in your home country ?  
12 responses

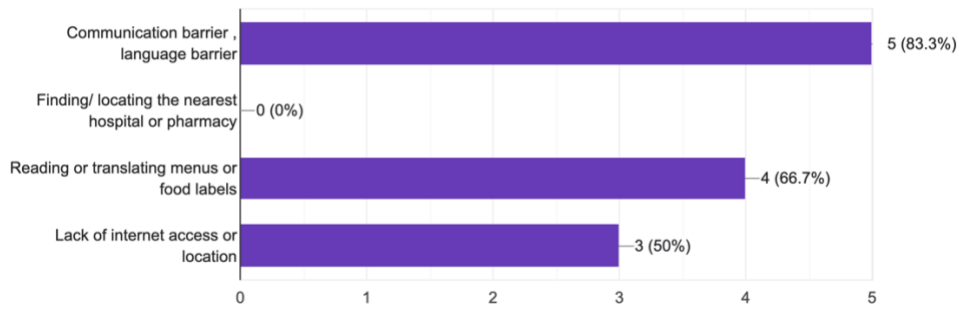


7. Have you ever found yourself in an emergency situation related to your allergies abroad ?  
12 responses



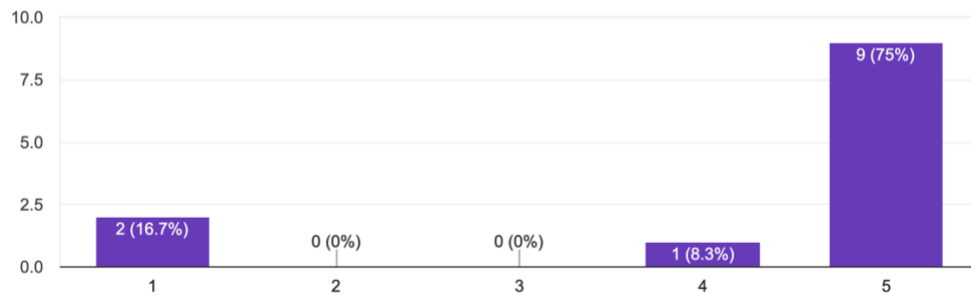
8. If so was this food allergy or dietary emergency cause or impacted by any of these factors?

6 responses



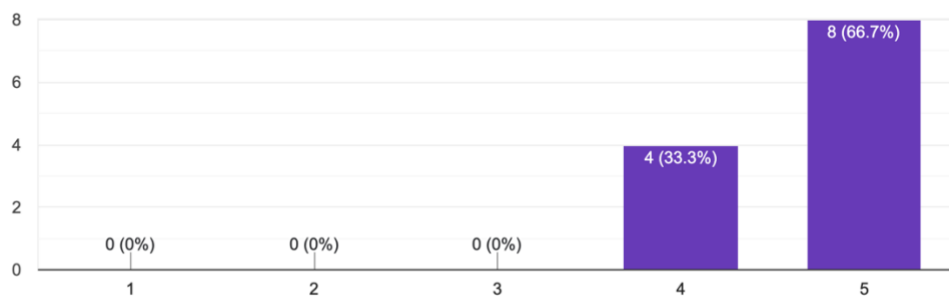
9. Based on the description of the app and the features of this app how would you rate the usefulness of this abroad ?

12 responses



11. What is the likelihood of you recommending this app to a friends colleague or family member who might need it ?

12 responses



### Monetisation Plan :

- Paywall , Tiered access for the app to access more features like more languages, or to rate a restaurant.
- Monthly Subscription or on off payment.
- Adverts from related sponsorships, travel insurance companies

- Partnerships with large vegan , allergen free, food corporations encouraging users with these diets to purchase food products for them.

## References :

1. Vest K. Insights into the global food allergy market: Size, share, growth, current trends, key players, and future outlook 2023-2030 [Internet]. LinkedIn.com. 2023 [cited 2024 Jan 10]. Available from: [https://www.linkedin.com/pulse/insights-global-food-allergy-market-size-share-growth-kala-vest-dbgcf/?trk=article-ssr-frontend-pulse\\_more-articles\\_related-content-card](https://www.linkedin.com/pulse/insights-global-food-allergy-market-size-share-growth-kala-vest-dbgcf/?trk=article-ssr-frontend-pulse_more-articles_related-content-card)
2. Zion Market Research. Food allergy market size, share, growth analysis 2030 [Internet]. Zion Market Research. [cited 2024 Jan 10]. Available from: <https://www.zionmarketresearch.com/report/food-allergy-market>
3. Allergy Treatment Market - size, share & industry analysis [Internet]. Mordorintelligence.com. [cited 2024 Jan 10]. Available from: <https://www.mordorintelligence.com/industry-reports/allergy-treatment-market>
4. Straits Research. Vegan food market [Internet]. Straitsresearch.com. [cited 2024 Jan 10]. Available from: <https://straitsresearch.com/report/vegan-food-market>