1. Research Report

The goal for you using the app
17 responses

- Lose weight
- Maintain healthy diet
- Just to see how many calories I take
- Gain weight

94.1%
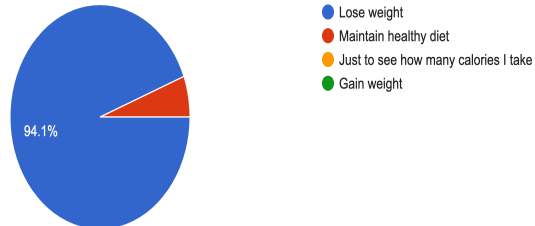
When will you likely using the app
17 responses

- Before go to sleep
- Whenever have time
- After a meal

35.3%
23.5%
41.2%
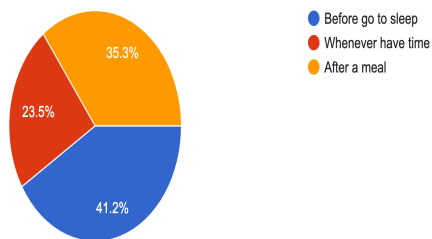
Which platform do you wish to use the app
17 responses

- Mobile app
- Webpage

11.8%
88.2%
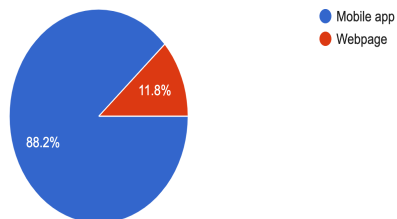
How often will you use the app
17 responses

- After each meal
- whenever have time
- Once a day

70.6%
11.8%
17.6%
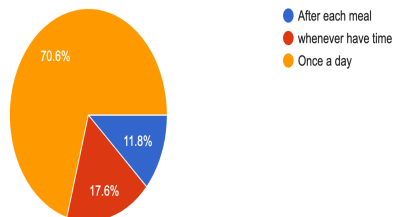
For the research, I created an online survey with four questionnaires asking about the goal, the frequency, and platform preference using the app, and I got 17 feedback from my friends. For the people who finish the survey, they work in many different areas, like: students, personal trainers, programmers, bank staff and housewifies.

a. The first questionnaire asks about the potential goal for users using the app with four options: lose weight, gain weight, track calories intake and maintain a healthy diet. Superiously, there is only one person who uses the app to keep a healthy diet habit. Most people choose to use the app in order for them to lose weight.

b. The second questionnaire focuses on the time people potentially use the app. The result for this questionnaire is more balanced compared to the previous one. Based on the result above, about 41% of people choose to use the app before they go to sleep. One reason could be that people tend to spend time on their phones before going to sleep. Also, 35% of users choose to input the data after each meal so that they would have a clear understanding of how many calories they took. In addition to that, 23% of people choose to use the app when they have time. One reason I think could be they are non-sticky users that use the app casually and just want to know their daily calorie intake.

c. The third result surprised me the most, almost everyone(except myself) using the service prefers it as an application on the mobile phone. I asked some of my friends and they told me that they prefer using open and ready-to-use software. Instead in a webpage, users have to sign in everytime they use the service.

d. The last questionnaire asks about the frequency of using the software. Based on the survey result, most of the respondents tend to use the software one time a day. And only 29% of people using the software will use it multiple times.

2. Personas:

a. Frank, who is a college student, has a fitness habit. He uses the software to lose weight. And by using the software, before he goes to sleep, he could input what he eats that day, so that he could lose weight better. For example, if Franks burns 2000 calories everyday. He could estimate the recommended amount of food taken.

b. Tina, who is a housewife, cooks for the family everyday. She uses the software to track the calories intake and helps family members have a healthy diet habit. For example, if one meal exceeds the calories. She could balance it in the next meal.

c. Chris, who is a personal fitness trainer. By using the software to track the calories intake, he could help his members better fitness like lose/gain weight. For example, if one of his fitness members needs to gain muscle, he will need to eat more calories. Chris could use the software to give better suggestions to the members.

3. Copies of your research instruments:

    a.   The research instrument shows above.