**User Research Results**

Demographics (averages):

Age: 31-42, 48-54

Gender: Female

Education: College, University

Mobile Device: Apple(60%)

Technology Level: 8 (30%), 10 (21%)

General Information:

Weight loss goal: 20-40lbs (17lbs), 40-50lbs (10 ppl)

Reason for wanting to lose weight: Health(30), self esteem(8), reduce weight on joints(5)

Challenges/pitfalls.barriers to losing weight: Motivation, consistency, accountability, knowledge of what to eat, self control, commitment, will power

Frequency of weighing: Weekly(37%), Daily(25%)

Being followed by doctor/nutritionist: Yes(70%)

Gone through weight loss surgery: Yes(81%)

Currently subscribed to weight loss plan: No (81%)

Why not: unable to maintain weight loss post program, had gastric bypass(5), cost(7)

Medical conditions that may affect weight: No (54%)

Hyperthyroid (5), Depression(5)

Diet restrictionsL Lactose free(4), Keto(3)

How often eat out: weekly(60%), Monthly(21%)

Diets tried in the past: Weight Watchers(22), Atkins(12)

Do you eat when you’re not really hungry: Occasionally(56%),Frequently/rarely (21%)

Do you portion control: Yes(60.5%), Occasionally(27.9%)

Current Use of Apps:

Do you use apps to track health: No (52.8%), Yes(47.2%)

Current apps being used: My Fitness Pal(10), Fitbit (6), Baritastic(3)

Current app features you like: Food tracking, step/activity/exercise, calories tracking/burning

Features missing: cross app syncing ease, personal check-in, body measurements

Wanted feature: Scan barcodes, detailed exercise tracking (like fitbit), advice/help groups, simple meal plans

Complicated features to simplify: Macros, food database (people entering multiple duplicates),finding food

Least favorite features: inputting recipes, time to enter new meals(7), pay access, remembering to input, constant focus on weight loss

How often do you use the app: When I remember(51.7%), Multiple times a day(24%)

What would help use more frequently: Simplified food log, easier to input recipes, easy understanding, reminders