

While eating chips, user hopes to have lost weight



User is shocked that he hasn't



User sees DietAid ad



User gets laptop and opens DietAid.

Welcome to DietAid

Take back your health, take back your life.

Enter Height: Enter Weight: Age: Enter

User clicks enter on the final text field of their body metrics

User clicks submit to proceed to meals

Welcome to Diet Aid

Take back your health, take back your life.

Enter Height: Enter Weight: Enter Age:

User enters the Doritos they just ate

Enter Meals

Breakfast: ☐ Lunch: ☒ Dinner: ☐ Snacks: ☒

User selects Snacks for the meal for Doritos

Enter Meals

Breakfast: ☐ Lunch: ☐ Dinner: ☐ Snacks: ☒

Enter Meals

Breakfast: ☐ Lunch: ☒ Dinner: ☐ Snacks: ☒

User clicks 'Find suggestions' to move to suggestions based on their meals

Back to Home

Your Suggestions

Replace Doritos with Fritos

☐

Saves 200 calories
Add to meal screen
Doritos 1 corn

Add an Apple to your lunch

☐

Increases Vitamin C
Add to meal screen
We want you to eat apples

Add carrots to your dinner

☐

Increases Vitamin A
Add to meal screen
We want you to eat carrots

User views his suggestions and decides to add an Apple to his lunch tomorrow.

By clicking 'Add to meal' screen

user goes to meals with an Apple in his lunch

Enter Meals

Search

breakfast Lunch Dinner Snacks

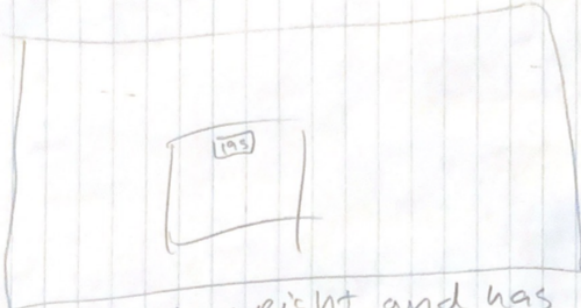
Apple



Three weeks with the user eating an apple every day

April

Mon	Tue	Wed	Thurs	Fri	Sat	Sun
X	X	X	X	X	X	X
X	X	X	X	X	X	X
X	X	X	X	X	X	X



User checks weight and has lost 15 lbs.



User gives a thumbs up, he achieved his weight goal!