

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:

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

Select meal to add Doritos to:

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

Enter Meals

Search:

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

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

Your Suggestions

Replace Doritos with Fritos

☐ Fritos

Saves 200 calories  
Add to meal screen  
Doritos.com

Add an Apple to your lunch

☐ Apple

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

Add carrots to your dinner

☐ Carrots

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

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 (text)

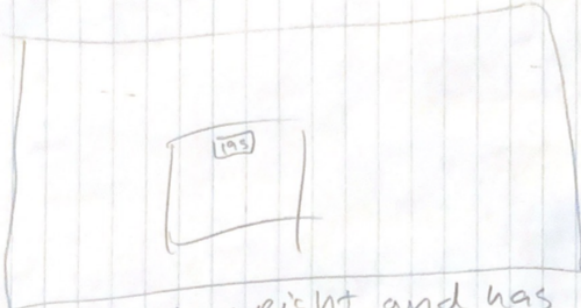
breakfast	Lunch	Dinner	Snack(s)
	Apple		



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!