MY FITNESS PAL

"GOOD HEALTH STARTS WITH WHAT YOU EAT"

QUAD SQUAD

BHAVYA SINGH

SAMYAK KASLIWAL

SAJAL MITTAL

SAHIL GROVER

PRODUCT CRITIQUE

Introduction

MyFitnessPal is smartphone application which uses gamification elements, for exercise and diet management. The app provides features such as, ability to enter diet data manually, or by scanning bar codes

Learn. Track. Improve.   Logging Simplified.   Stay Motivated.

Problem

The company has struggled to retain users who download the app but have yet to engage with it beyond the first few days.
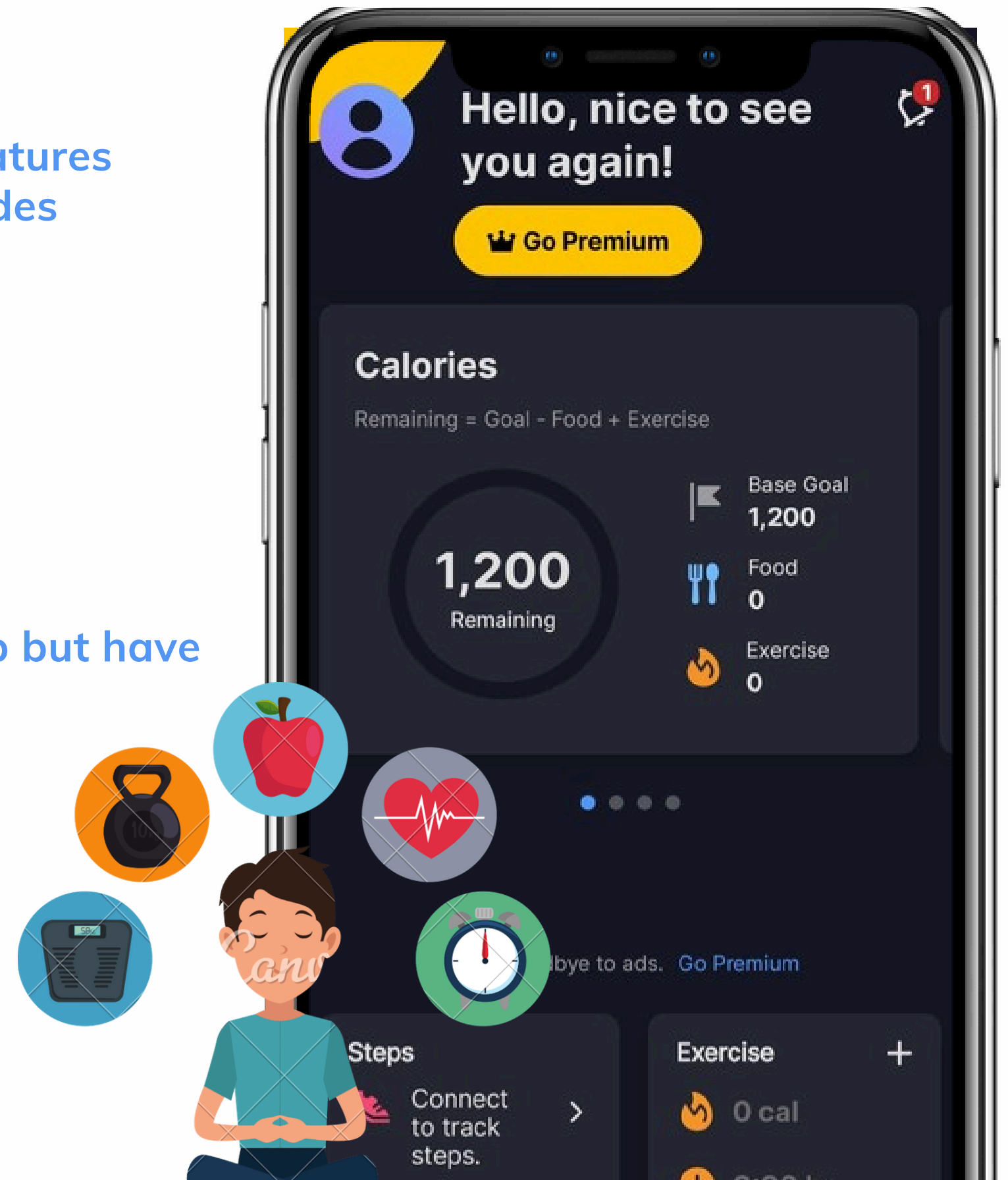
Objective

01

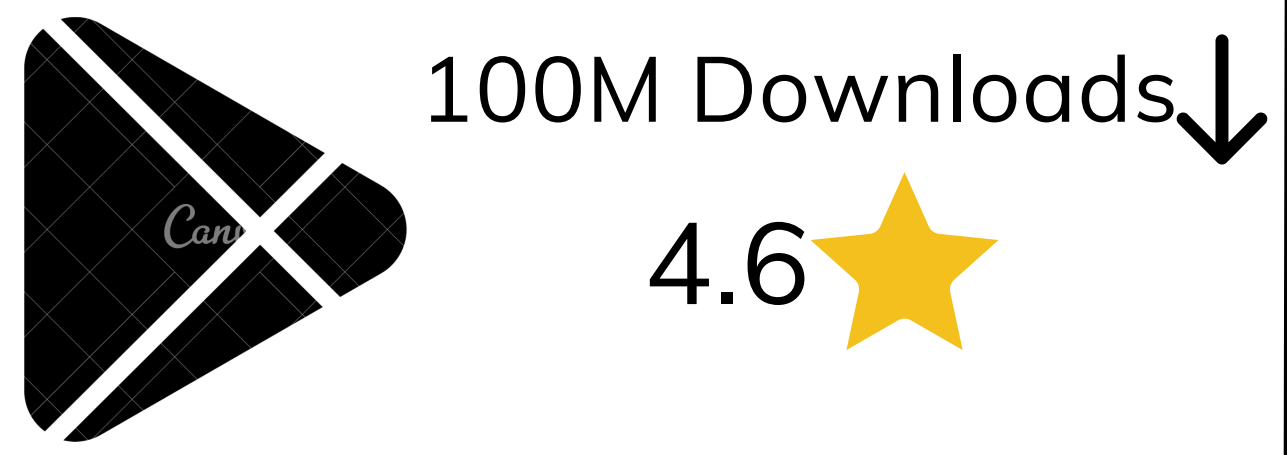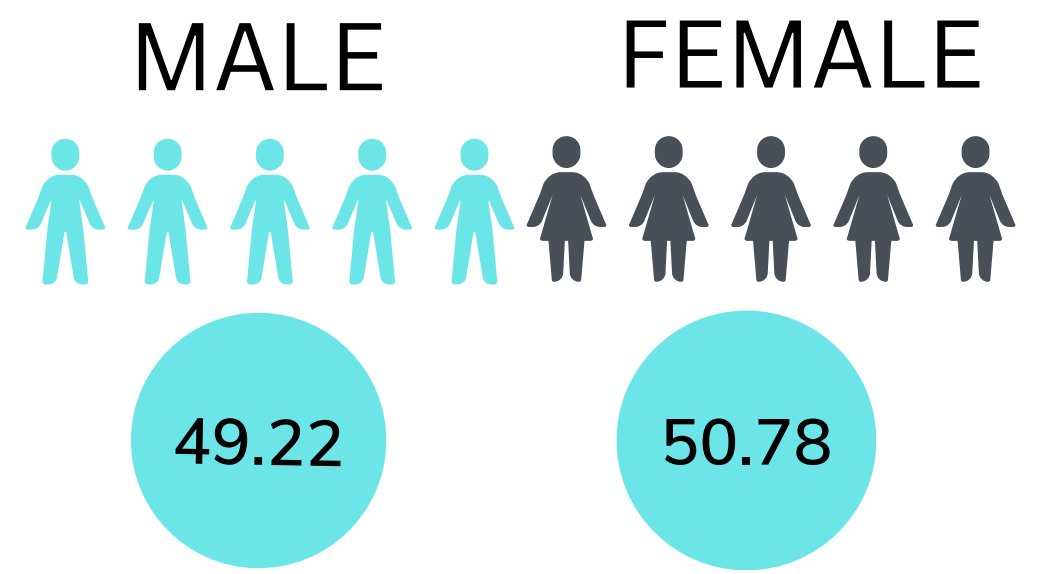To increase user retention and user engagement.

02
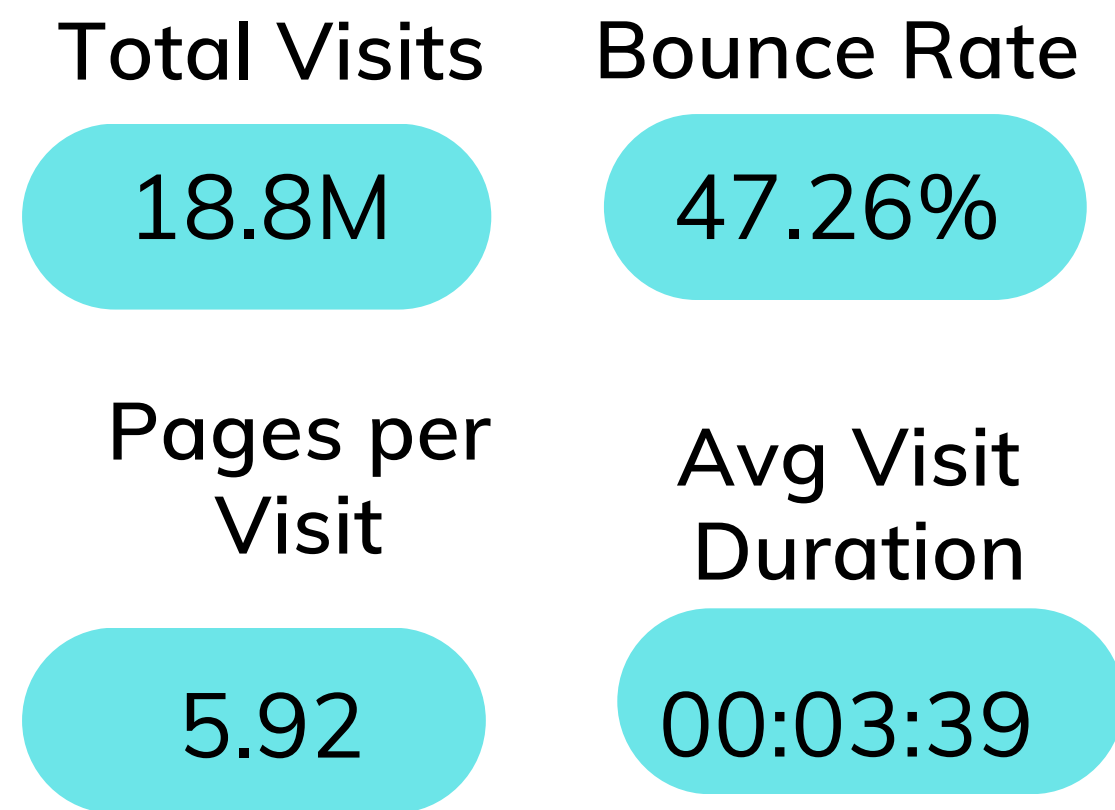
Add new features to the app to make it more interesting

CURRENT USER ENGAGEMENT AND RETENTION RATES

GENDER DIVIDE

MALE
49.22

FEMALE
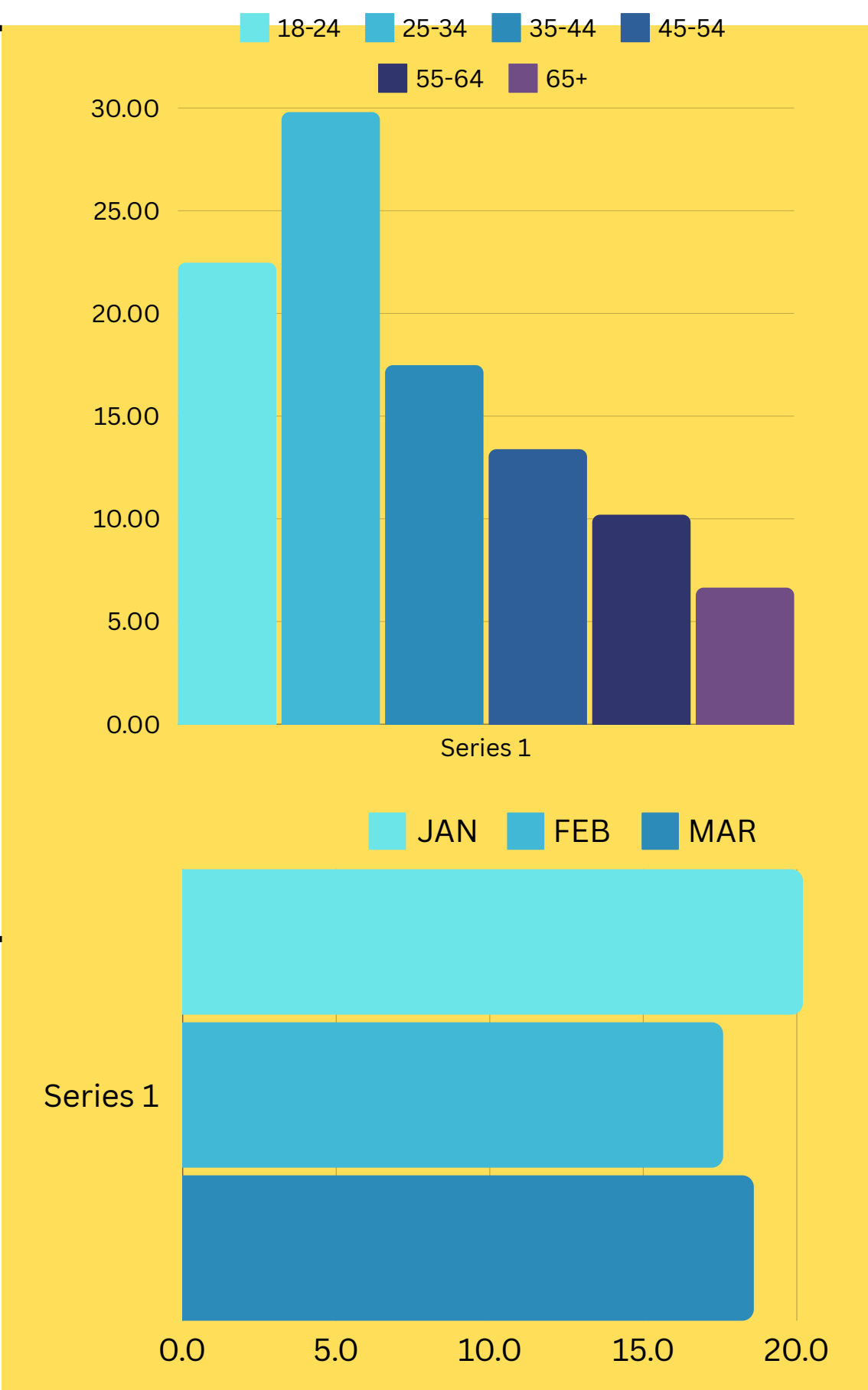50.78

100M Downloads↓

4.6 ⭐

App Visit Data

Total Visits
18.8M

Bounce Rate
47.26%

Pages per Visit
5.92

Avg Visit Duration
00:03:39

Retention Rates

One in five users continues to use the app for at least 30 days after downloading it.

MyFitnessPal has a **30-day retention rate of 20.35%**

20.4%

79.7%
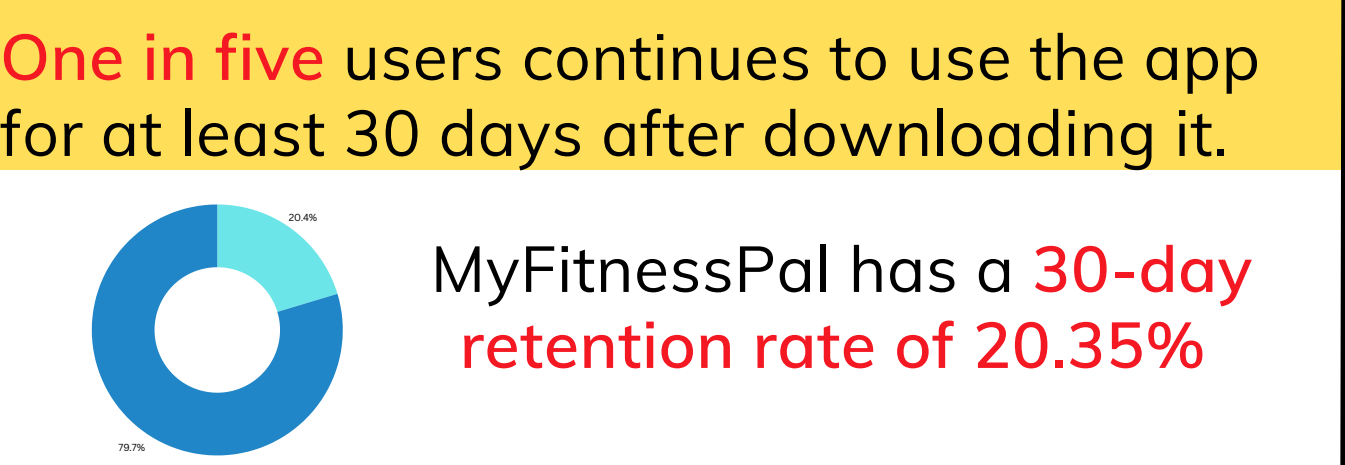
MyFitnessPal has an average session duration of 11.33 minutes and an average of 5.83 sessions per user per month.

This suggests that users are spending a reasonable amount of time using the app, but are not necessarily using it every day.

18-24　25-34　35-44　45-54
55-64　65+

30.00

25.00

20.00

15.00

10.00

5.00

0.00

Series 1

JAN　FEB　MAR

Series 1

0.0　　5.0　　10.0　　15.0　　20.0

USER PERSONA

Preeti Prakash
Student of IIT-BHU

GOALS

- Reduce body fat in a non hectic way
- Improve body shape and health
- Completing 5000+ steps daily

MOTIVATION

- Aims to become a freestyle swimmer
- Concern about health and fitness
- Boosting confidence and managing stress

PAIN POINTS

- Unable to find a community to follow a routine
- Less motivation to complete daily goals

RAHUL SUBHRAMANIAN
Product Manager at Bane

GOALS

- Enhance work performance
- Stay healthy and stress free

MOTIVATION

- Enhanced team building
- Stress Reduction
- Improved work-life balance
- Improved physical health

PAIN POINTS

- Lack of motivation
- Shortage of time for buying enough nutritious food and wants delivery at home or office.

KEY FACTORS

High subscription cost

The subscription cost of My Fitness Pal is 620 RS per month and 3100 Rs per annum which is pretty costly. People would rather prefer to use apps such as Google Fit which provide a variety of features for free.

The premium feature not being available for free without entering the card details adds more to the issue of lack of user retention.
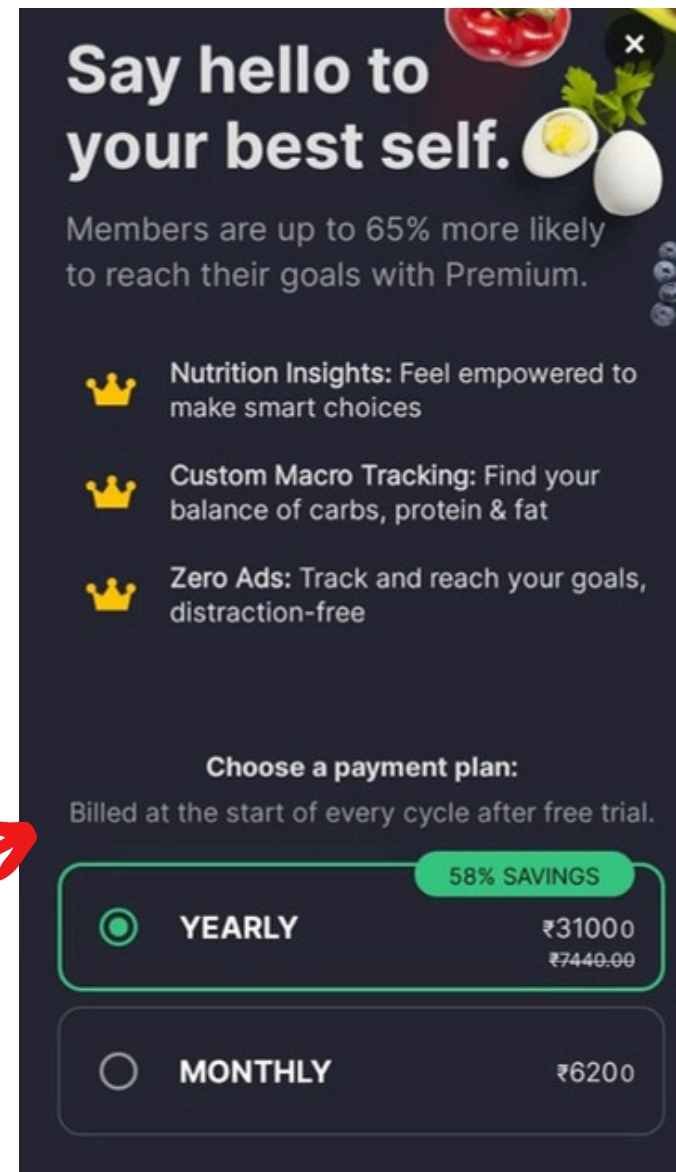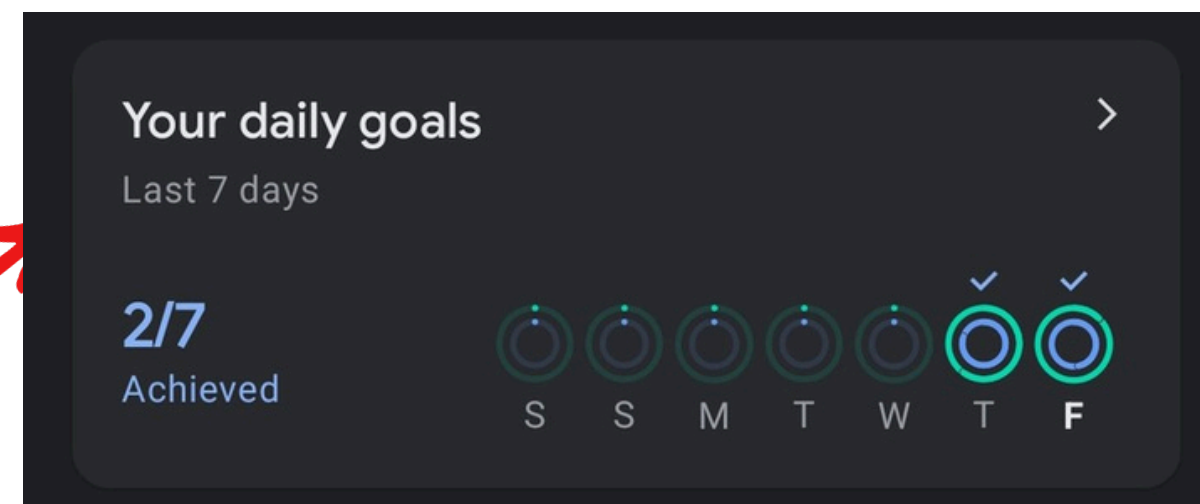
Non-unique features

All the features in the app are very common. Novel features such as
- Weather detection for better food options
- Connecting app with the weighing machine to keep track of the weight of the user,
- Sleep tracking
- Menstruation cycle tracking, etc can be introduced.

Say hello to your best self.

Members are up to 65% more likely to reach their goals with Premium.

- **Nutrition Insights:** Feel empowered to make smart choices
- **Custom Macro Tracking:** Find your balance of carbs, protein & fat
- **Zero Ads:** Track and reach your goals, distraction-free

Choose a payment plan:
Billed at the start of every cycle after free trial.

YEARLY   ₹31000   58% SAVINGS   ₹7440.00

MONTHLY   ₹6200

Lack of motivation

The outdated features of the app make it boring after some time and hence decrease user retention.

Users do not feel like using the app due to lack of motivation.

This can be solved by introducing rewards for completing fitness challenges and for using the app daily

Your daily goals
Last 7 days

2/7
Achieved

S S M T W T F

NOW LET'S HAVE A LOOK AT SOLUTIONS
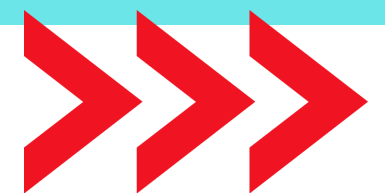
SOLUTION 1

A FRIENDLY AND COMPETITIVE COMMUNITY

Introducing "Hats" for achievements such as completing daily fitness tasks will **increase user retention and interest.** This would convince the user to use the app daily.The community would allow the users to compete with their friends encouraging them to use the app more frequently

THE HAT HIERARCHY

1 MONTH

Red hat will be given to mark that the user has completed 1 month of achieving goals

6 MONTHS

Orange hat will be given to mark that the user has completed 6 months of achieving goals
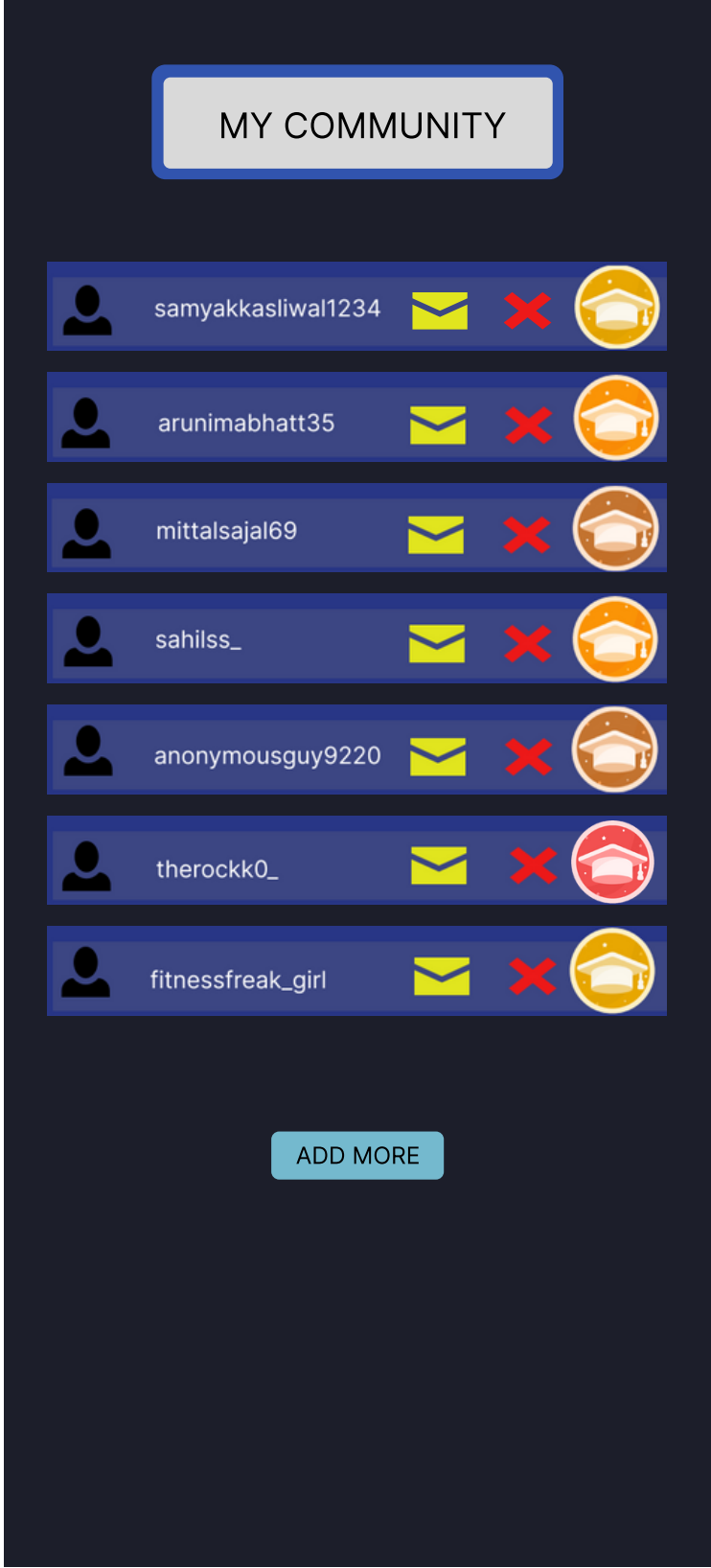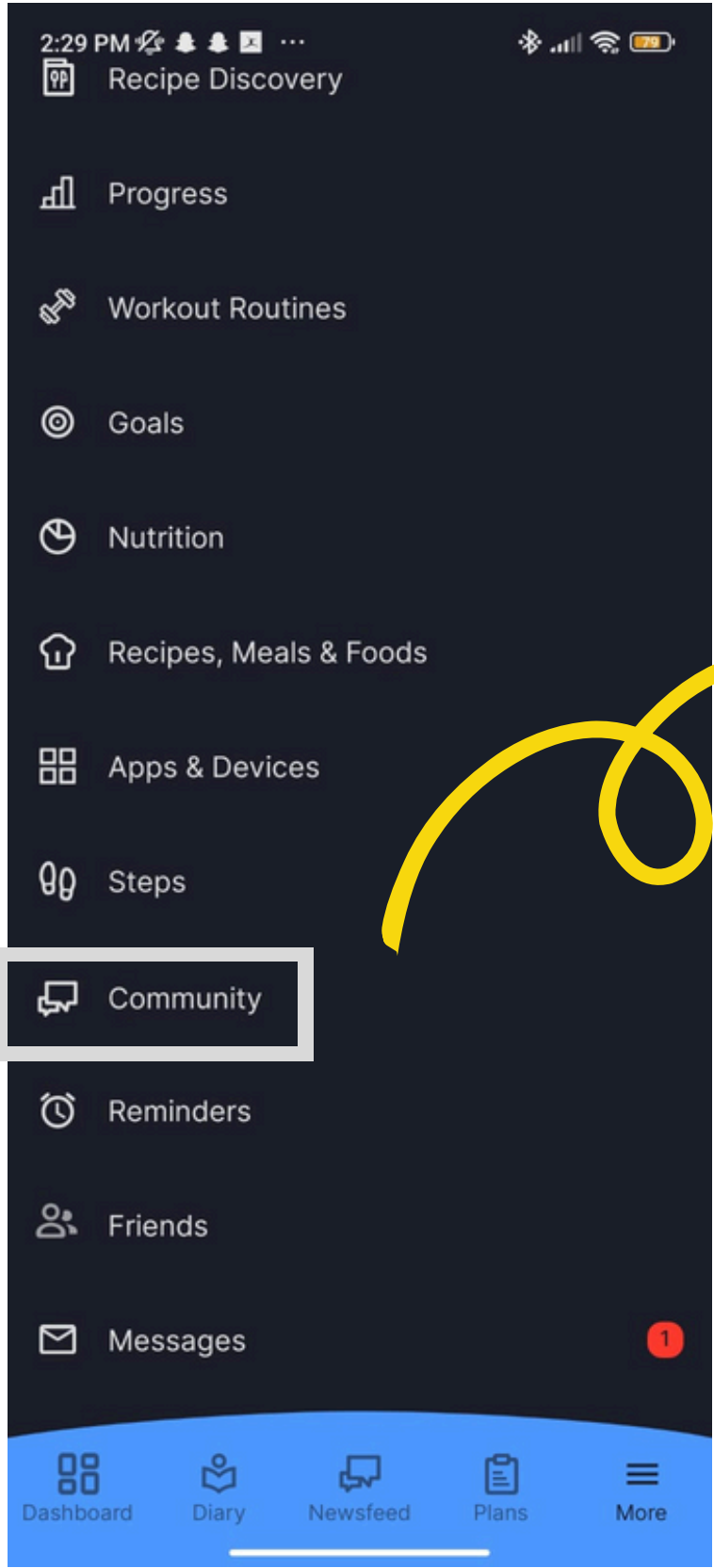
12 MONTHS

Brown hat will be given to mark that the user has completed 1 year of achieving goals

24MONTHS

Golden hat will be given to mark that the user has completed 2 years of achieving goals

2:29 PM

Recipe Discovery

Progress

Workout Routines

Goals

Nutrition

Recipes, Meals & Foods

Apps & Devices

Steps

Community

Reminders

Friends

Messages 1

Dashboard   Diary   Newsfeed   Plans   More

MY COMMUNITY

samyakkasliwal1234

arunimabhatt35

mittalsajal69

sahilss_

anonymousguy9220

therockk0_

fitnessfreak_girl

ADD MORE

SOLUTION 2

## " The Weather Detector"- Food predictor

The next solution provides a novel idea to introduce an AI which would detect the weather at user's current location and suggest them healthy food items they can eat during that weather

Food database: The AI should have access to a comprehensive database of foods and their nutritional values. This will help the AI suggest food
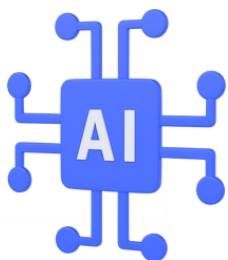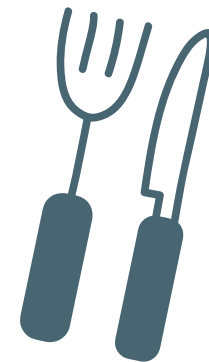
Machine learning algorithms: The AI should use machine learning algorithms to continuously improve its recommendations based on user feedback and other data. For example, it could learn over time that users tend to prefer light and refreshing foods on hot days, and adjust its recommendations accordingly.

Integration with food delivery services: The AI could integrate with food delivery services to make it easier for users to order recommended meals directly through the AI's interface
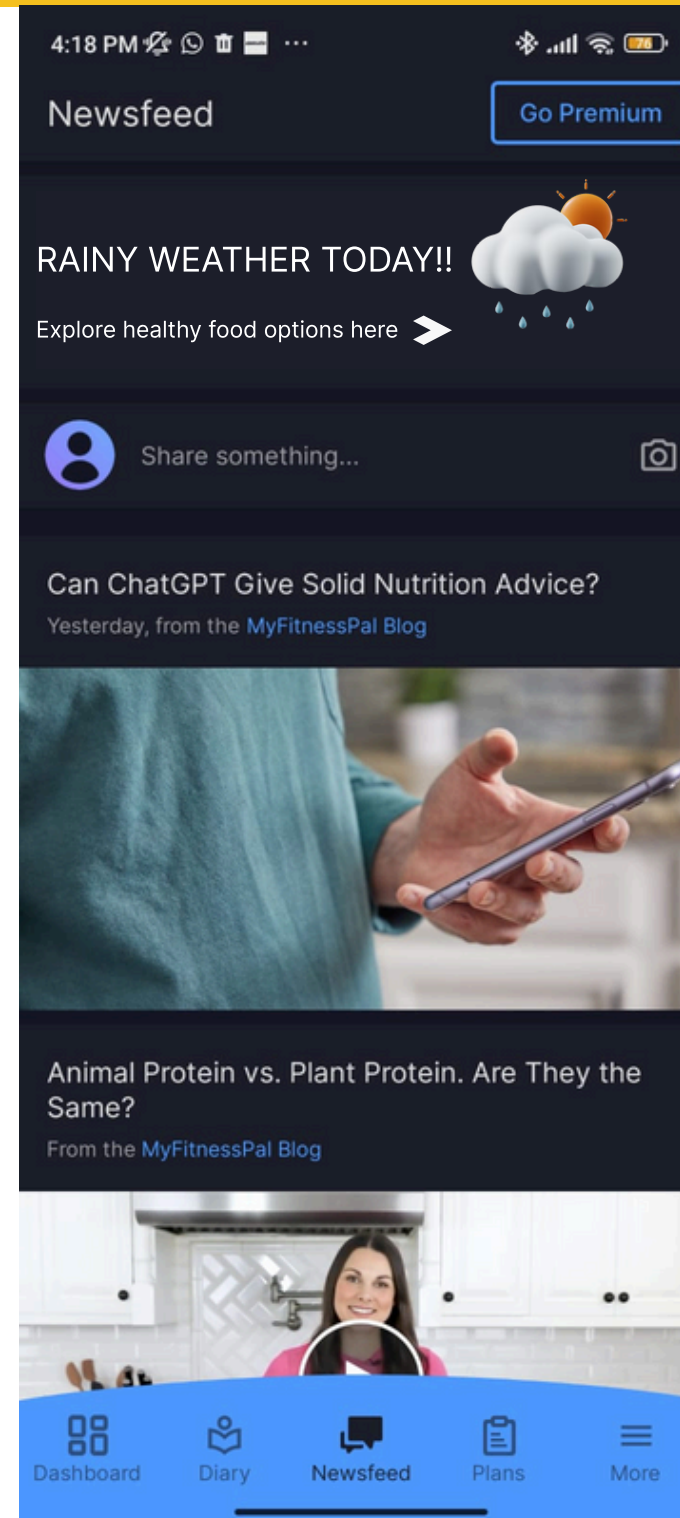
Weather data integration: The AI needs to be able to access and analyze current and forecasted weather data from reliable sources. This includes temperature, humidity, wind speed, and other weather parameters that may impact food choices that are appropriate for different weather conditions and take into account dietary restrictions and preferences..

Natural language processing: The AI should be able to understand natural language inputs from users, such as "What should I eat on a hot and humid day?" It should also be able to communicate its recommendations to users in a clear and concise manner.
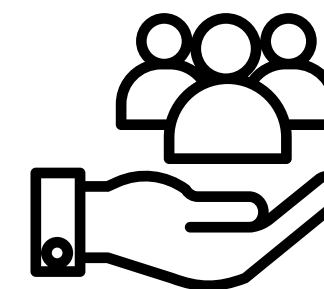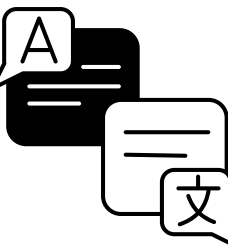
Personalization: The AI should be able to take into account individual preferences and dietary restrictions when making recommendations. This could include factors such as food allergies, cultural preferences, and personal taste.

4:18 PM

Newsfeed — Go Premium

RAINY WEATHER TODAY!!
Explore healthy food options here ▸

Share something...

Can ChatGPT Give Solid Nutrition Advice?
Yesterday, from the MyFitnessPal Blog

Animal Protein vs. Plant Protein. Are They the Same?
From the MyFitnessPal Blog

Dashboard   Diary   Newsfeed   Plans   More

Prioritization and Potential Pitfalls

Feature	Reach	Impact	Confidence	Effort	RICE Score
HAT FEATURE	8	●●●●○	◐ 70%	●●●○○	74.66
WEATHER DETECTOR	8	●●●●○	◐ 60%	●●●○○	64

HAT FEATURE IS SUPPOSED TO RETAIN A LARGE PERCENT OF USER AS WELL AS MAKE THE INTERFACE OF THE APP LIVELY AS WELL AS USER ENGAGING AND MOROVER RECOMMENDATIONS TO OTHER PEOPLE WOULD INCREASE ITS USERBASE

Possible Pitfalls

SOLUTION 1:

THIS CAN LEAD TO A SENSE OF COMPETITIVENESS FOCUSSING MORE ON COMPLETING THEM RATHER THAN KEEPING THEIR BODY FIT.

SOLUTION 2:

100% ACCURATE DATA OR PREDICTIONS CAN NEVER BE MADE .HUGE AMOUNTS OF IVESTMENTS AND TECH ADVANCEMENTS WOULD BE REQUIRED