Alway Hungry Solution Data Analysis
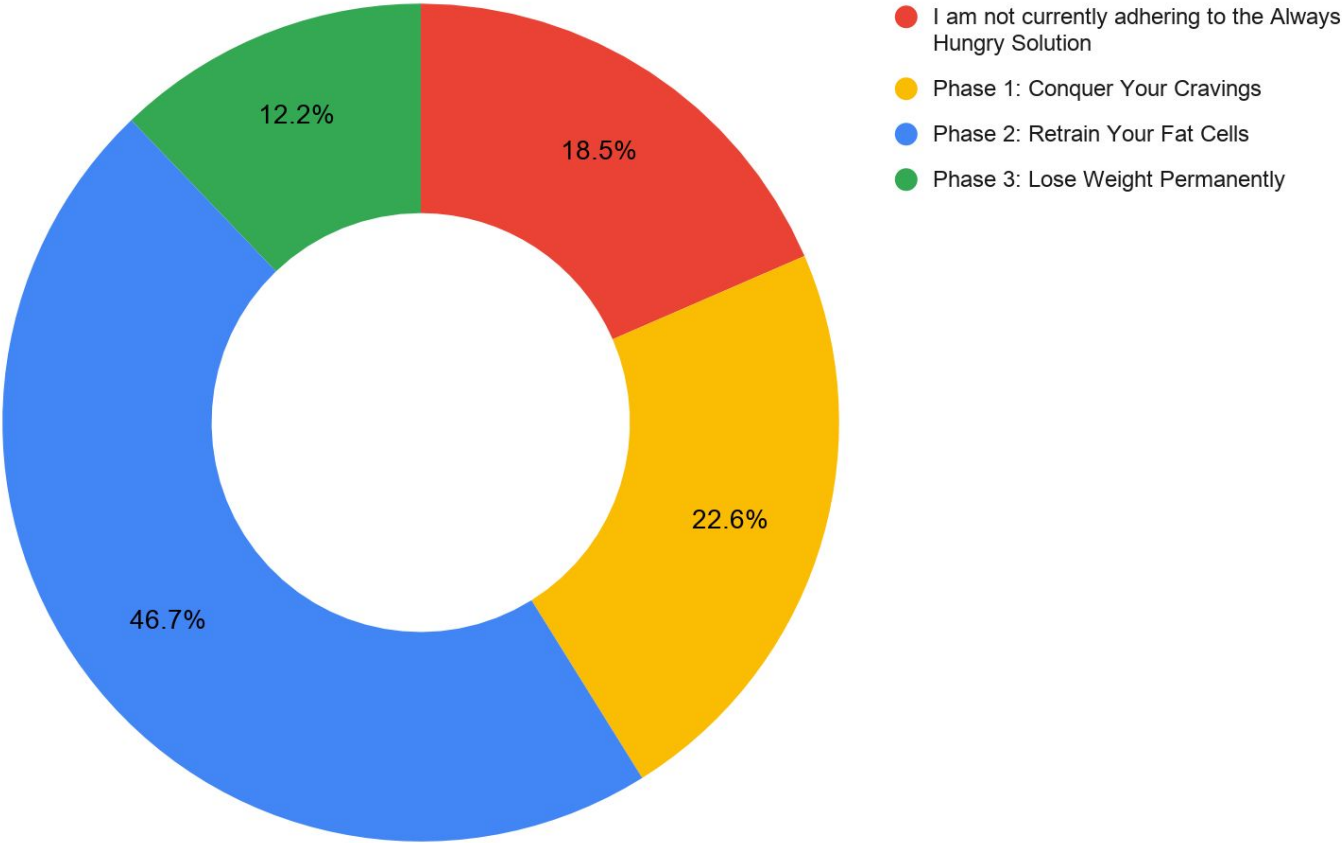
October 2019

411 responses 👏🏻

64.5% (265 people!!) interested in user testing 🎉
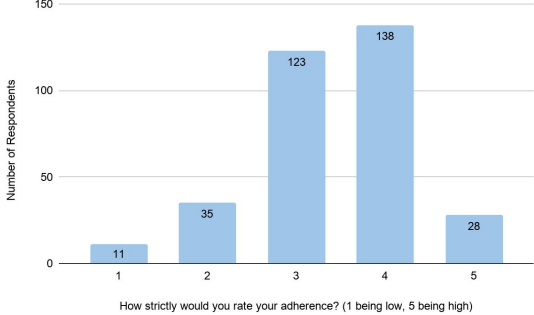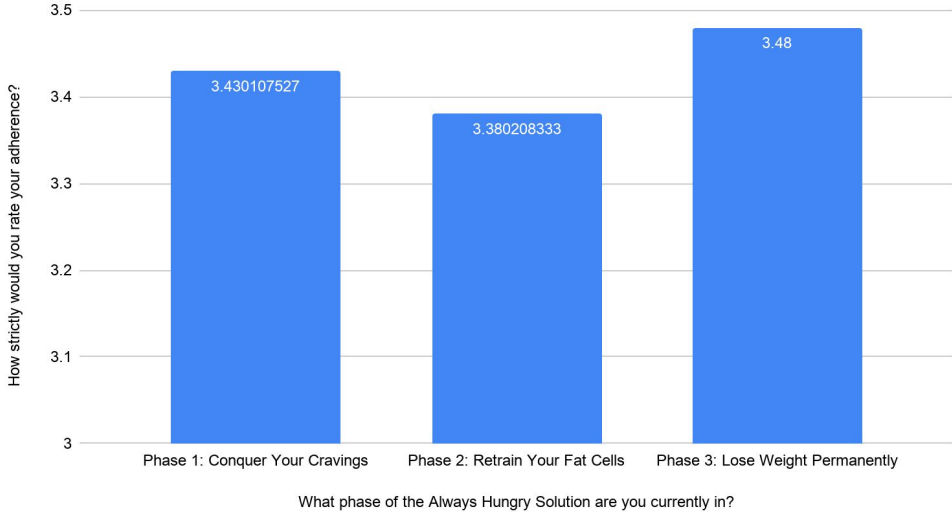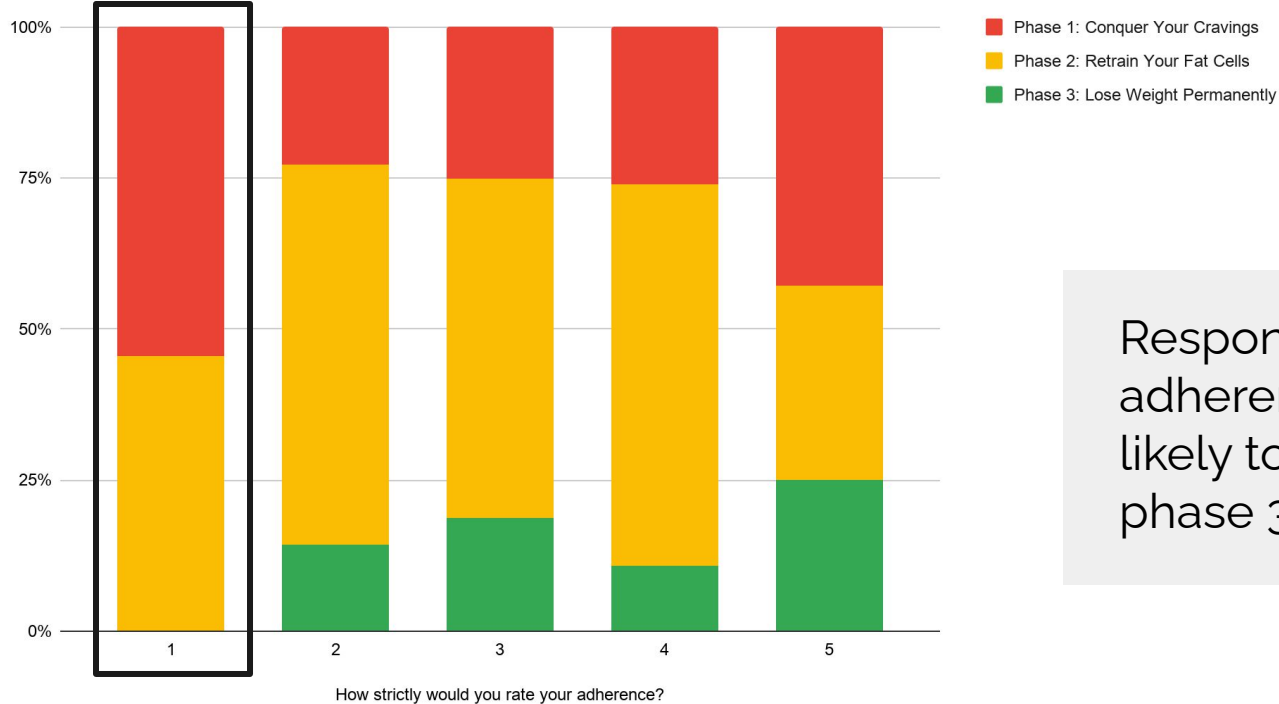
The Basics

Phase

Legend:
- I am not currently adhering to the Always Hungry Solution
- Phase 1: Conquer Your Cravings
- Phase 2: Retrain Your Fat Cells
- Phase 3: Lose Weight Permanently

- 18.5%
- 22.6%
- 46.7%
- 12.2%

Adherence

Adherance vs. Phases

How strictly would you rate your adherence?

- Phase 1: Conquer Your Cravings — 3.430107527
- Phase 2: Retrain Your Fat Cells — 3.380208333
- Phase 3: Lose Weight Permanently — 3.48

What phase of the Always Hungry Solution are you currently in?

Number of Respondents

How strictly would you rate your adherence? (1 being low, 5 being high)

Rating	Number of Respondents
1	11
2	35
3	123
4	138
5	28

3.41/5
Average Adherence

Phase Compared to Adherence

Phase vs. Adherence

Phase 1: Conquer Your Cravings
Phase 2: Retrain Your Fat Cells
Phase 3: Lose Weight Permanently

How strictly would you rate your adherence?

Respondents with low adherence are less likely to make it to phase 3

Tools

Legend: Phase 3: Lose Weight Permanently | Phase 2: Retrain Fat Cells | Phase 1: Conquer Cravings

Chart categories: Recipe Browsing | My Fitness Pal | Notes | Fitbit | Lose It! | Apple Watch

What phase of the Always Hungry Solution are you currently in?

50.8%
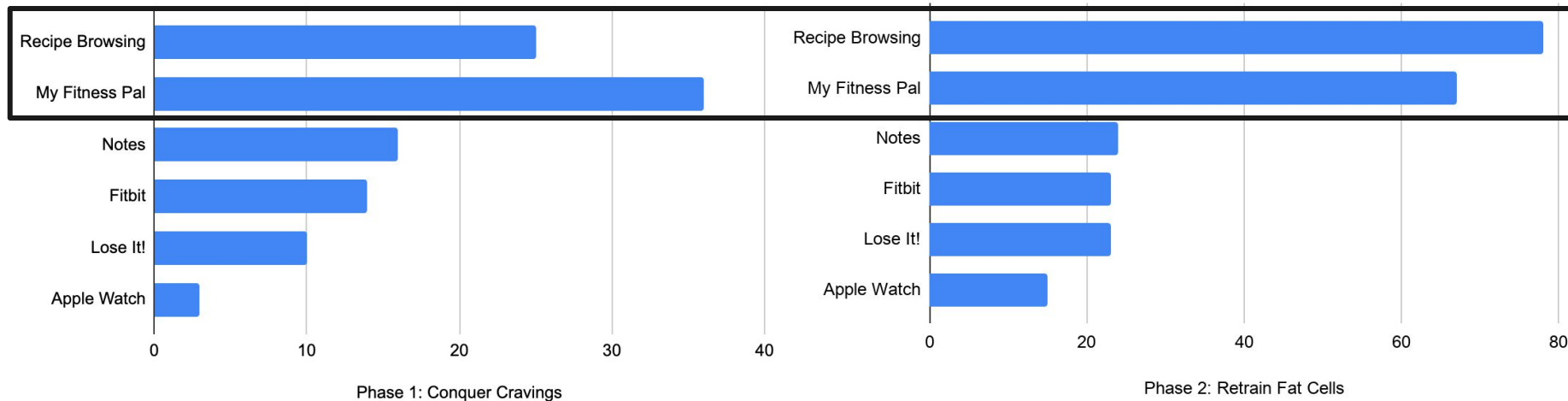Use My Fitness Pal or Lose It!

38.7%
Use recipe browsing apps

21%
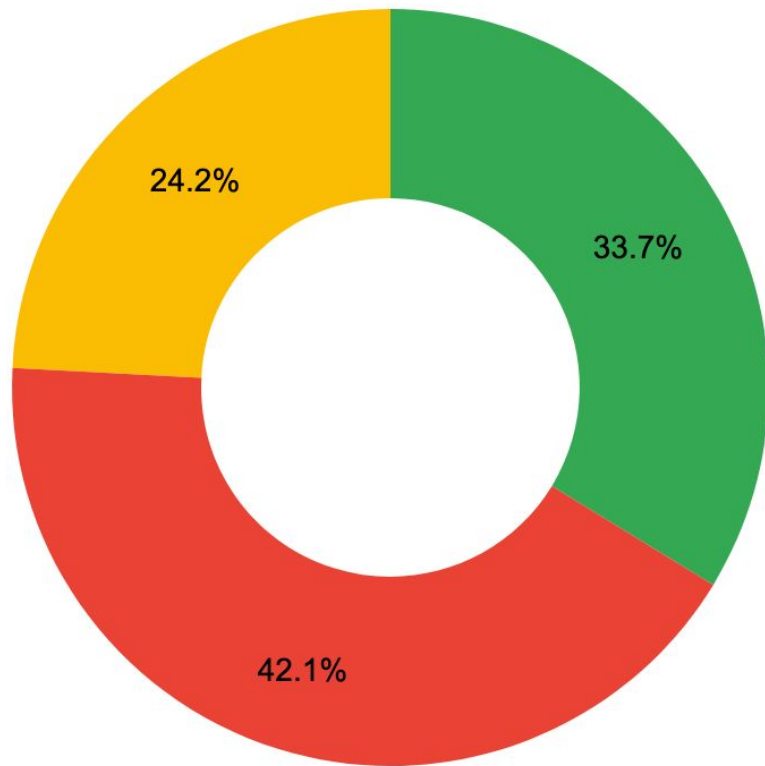Use FitBit or Apple Watch

Tools by Phase

Recipe Browsing grows after phase 1, when users have more flexibility about what they are eating
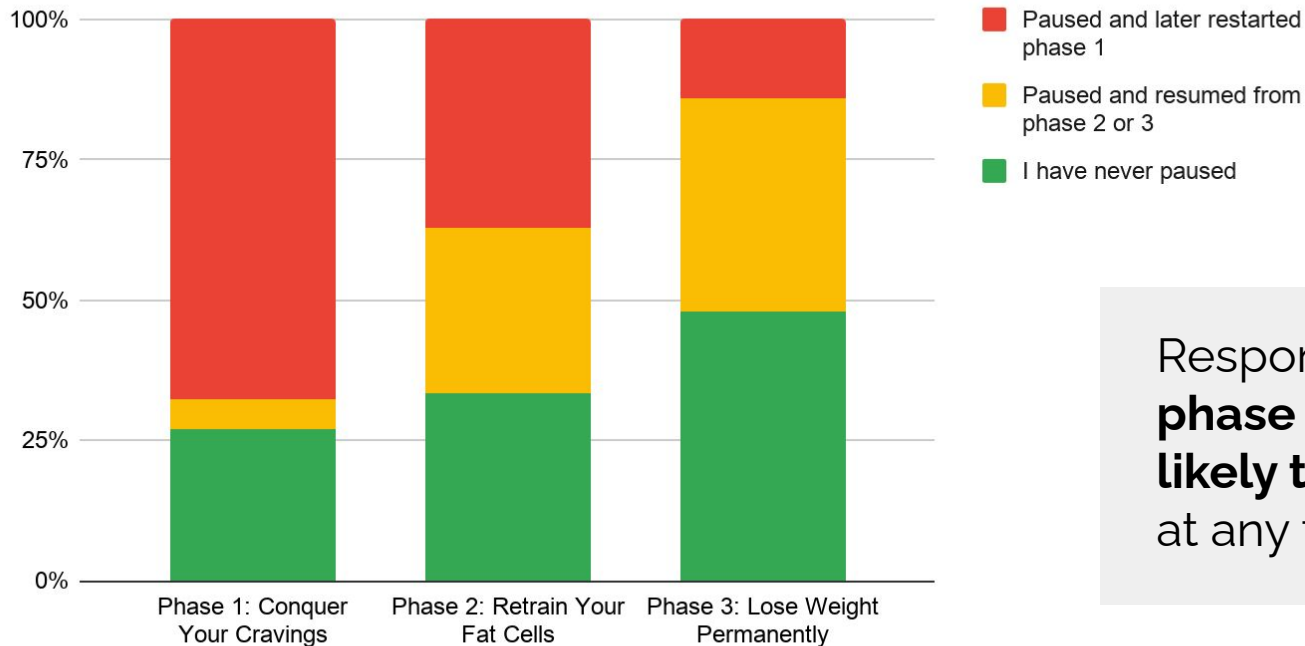
Pausing

Pausing

- I have never paused
- Paused and later restarted phase 1
- Paused and resumed from phase 2 or 3

33.7%

24.2%

42.1%

66.3%
Have paused at some point

Pausing Compared to Current Phase

Pausing vs. Phase

Legend:
- Paused and later restarted phase 1 (red)
- Paused and resumed from phase 2 or 3 (yellow)
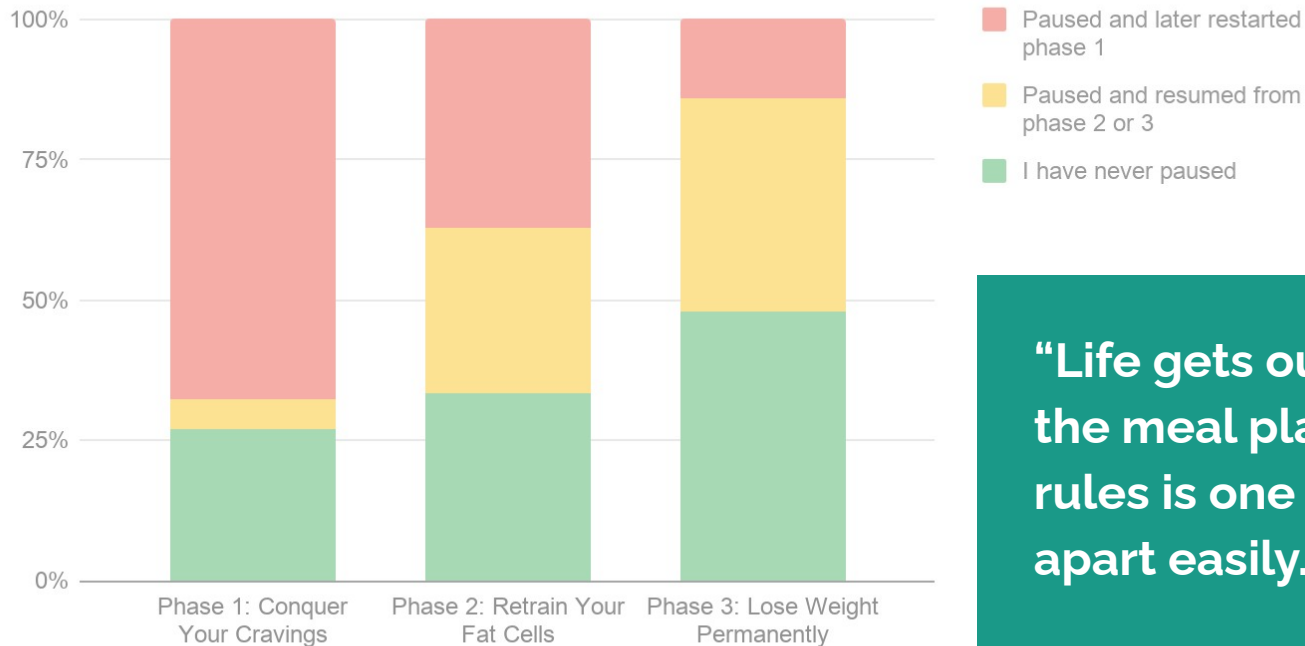- I have never paused (green)

What phase of the Always Hungry Solution are you currently in?

Respondents in **phase 3 are less likely to have reset** at any time

Pausing Compared to Current Phase

Pausing vs. Phase

Legend:
- Paused and later restarted phase 1
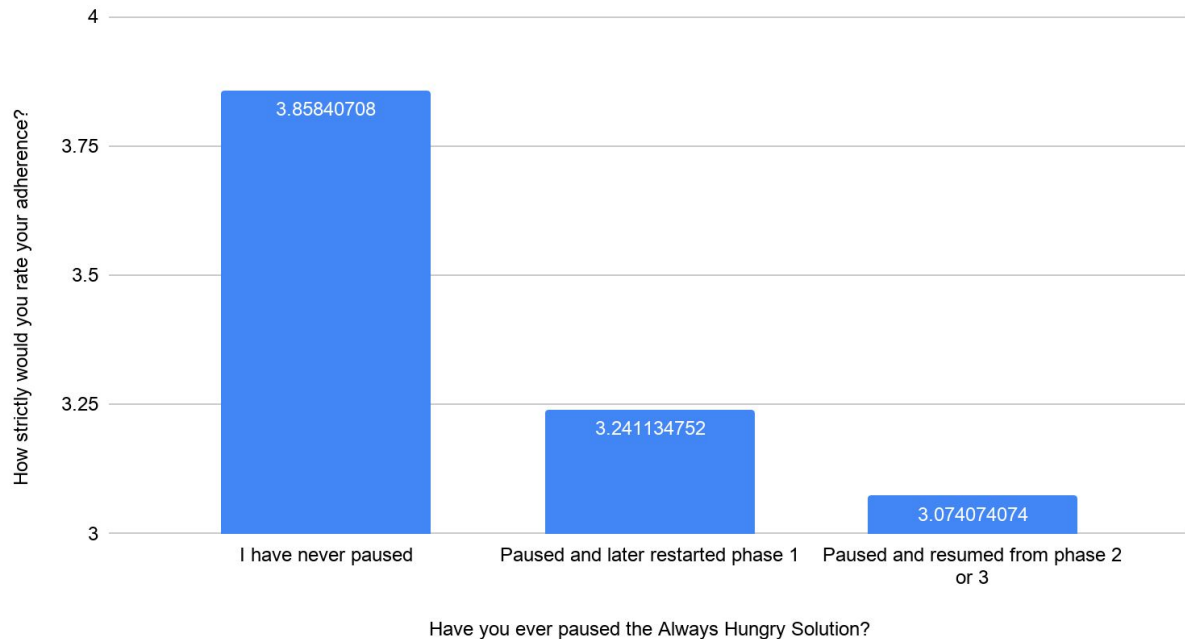- Paused and resumed from phase 2 or 3
- I have never paused

What phase of the Always Hungry Solution are you currently in?

"Life gets out of control and the meal planning/ food rules is one area that falls apart easily."
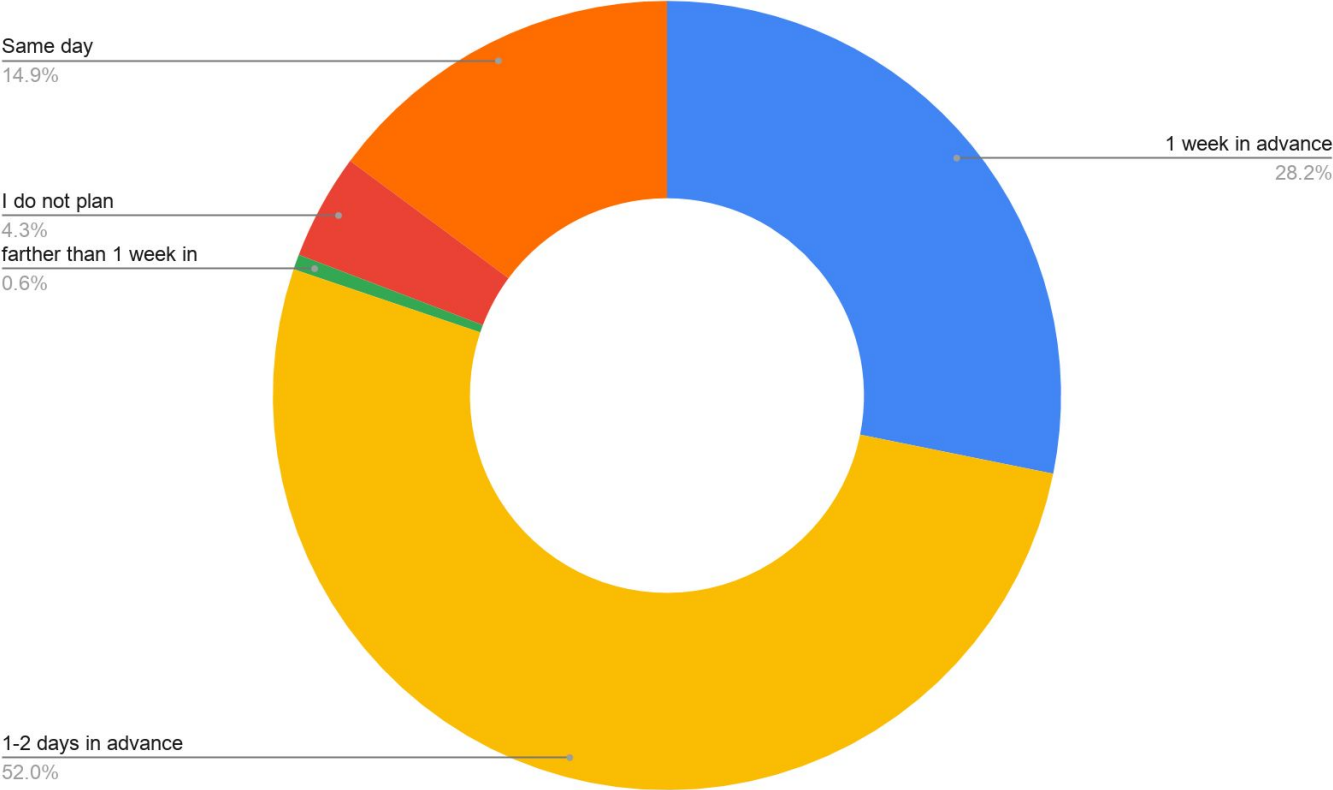
Pausing & Adherence

Adherance vs. Pausing

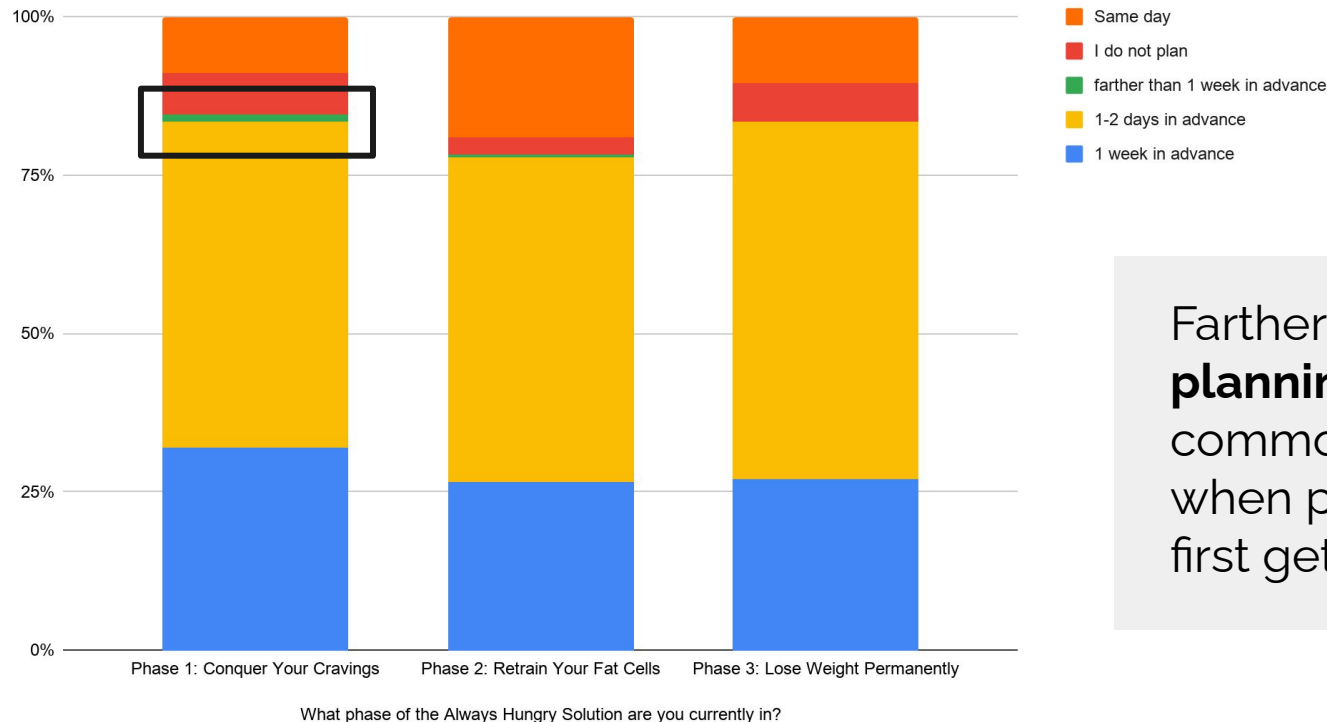Adherence is lower among respondents that have paused previously

Planning

Planning

Same day
14.9%

I do not plan
4.3%

farther than 1 week in
0.6%

1 week in advance
28.2%

1-2 days in advance
52.0%

Planning Compared to Phase

Planning vs. Phase

Legend:
- Same day
- I do not plan
- farther than 1 week in advance
- 1-2 days in advance
- 1 week in advance

X-axis categories: Phase 1: Conquer Your Cravings, Phase 2: Retrain Your Fat Cells, Phase 3: Lose Weight Permanently

What phase of the Always Hungry Solution are you currently in?
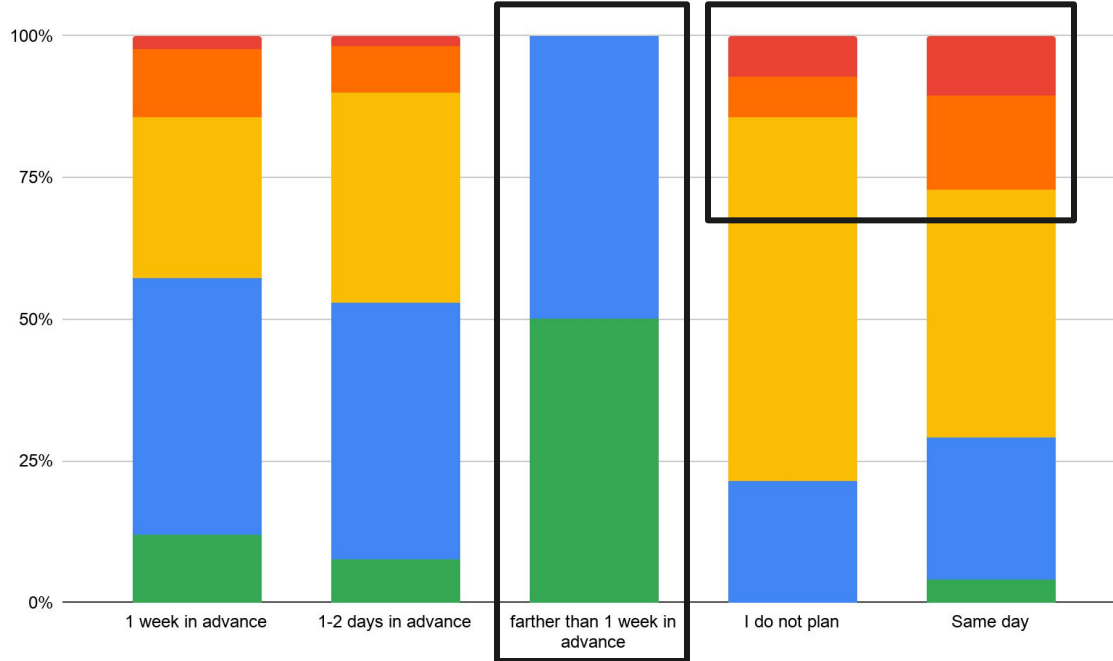
Farther **advanced planning** is more common in **Phase 1**, when people are first getting started

Planning Compared to Adherence
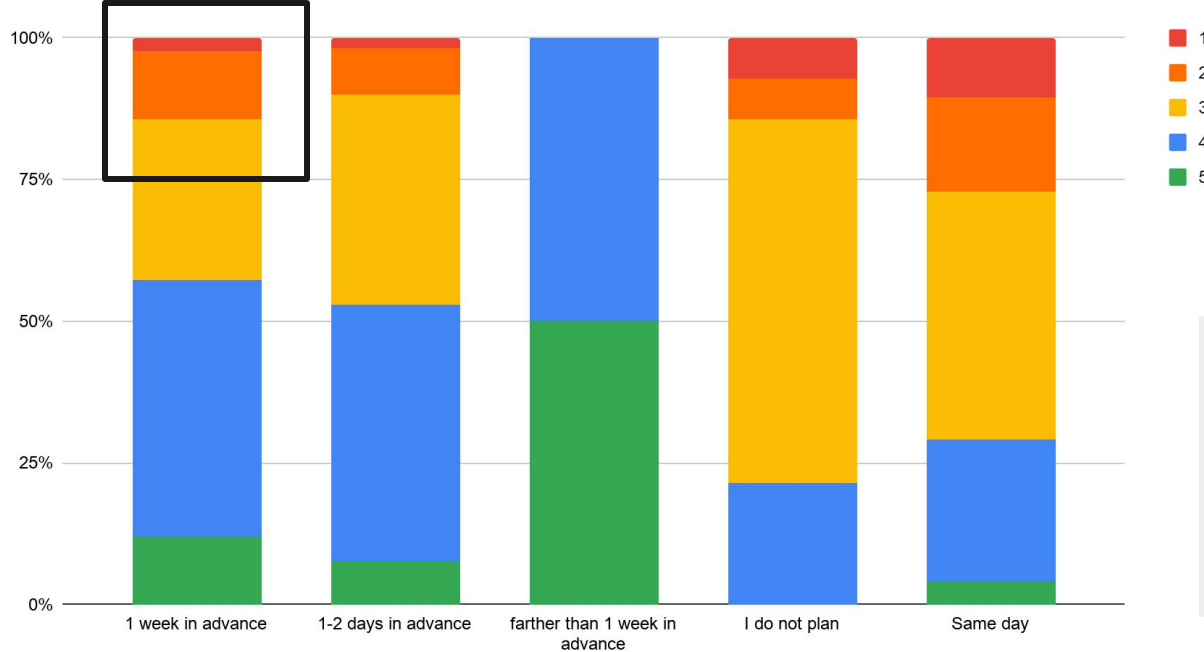

Adherance vs. Advance Planning

How far in advance do you plan your meals?

Legend: 1, 2, 3, 4, 5

Farther **advanced planning** is done by **more adherent** respondents

Same day or **no planning** is associated with **low adherence**

Let's find out why...

Adherance vs. Advance Planning

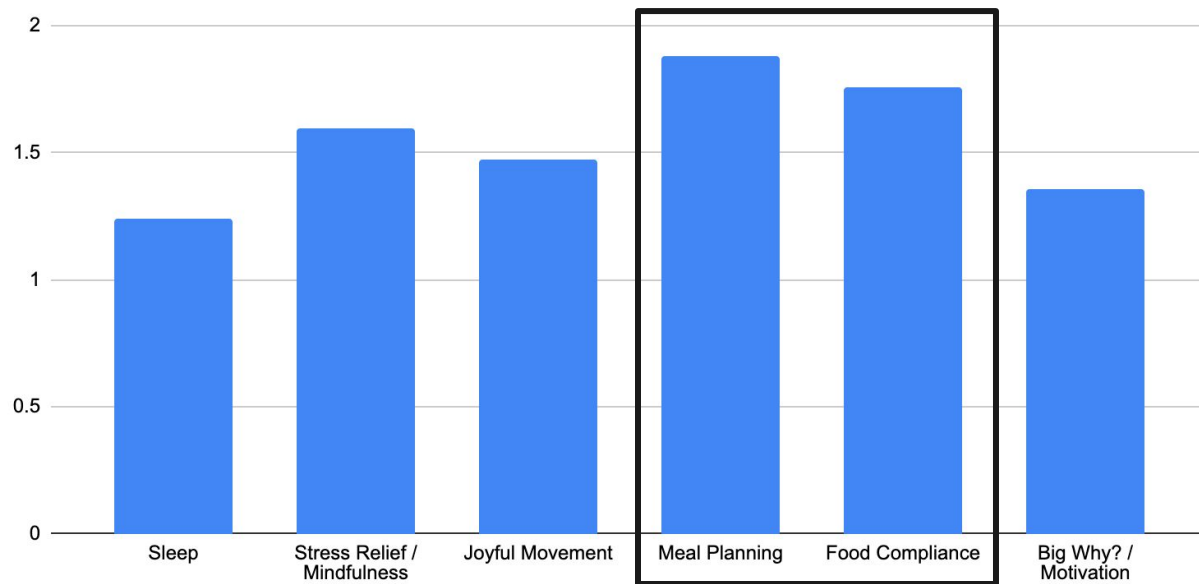...some people who who plan a week in advance still have low adherence

Specific Areas that Need Support

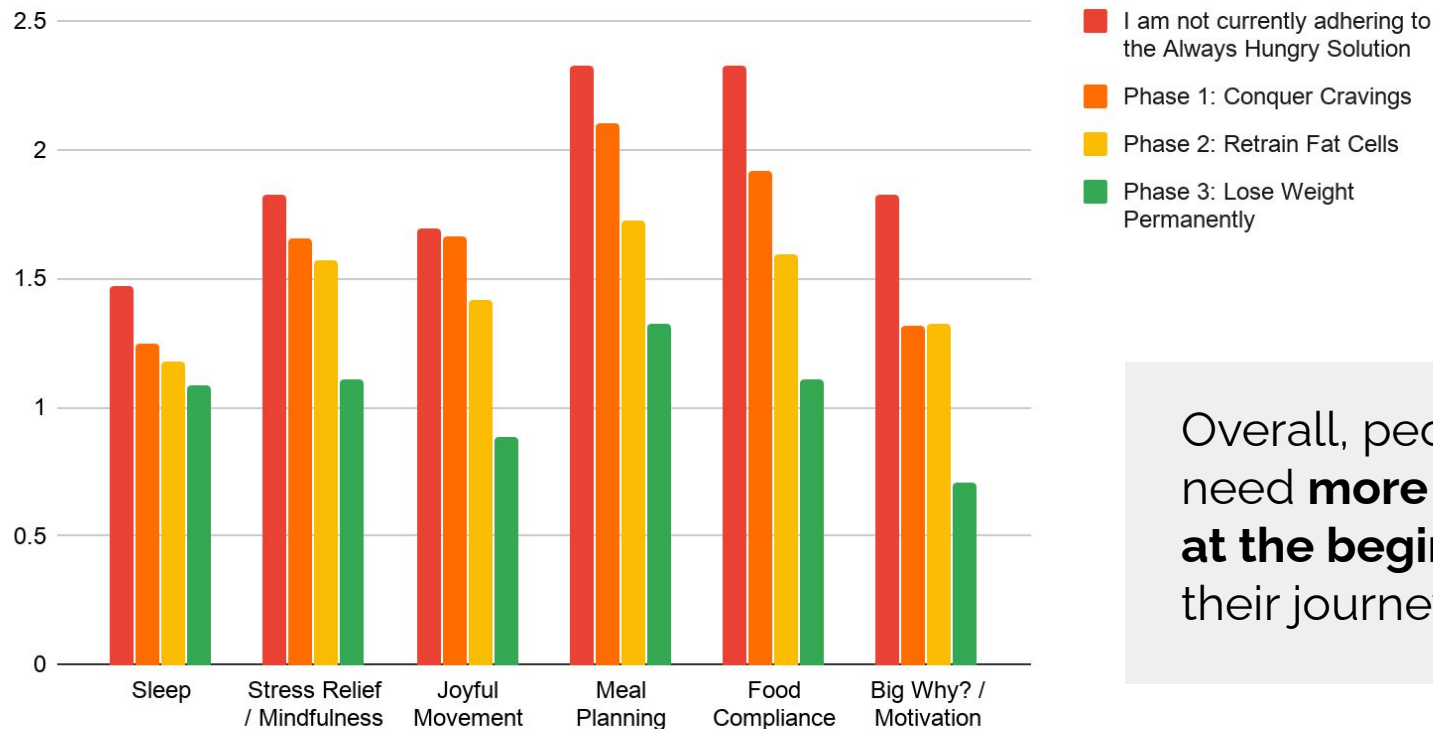# Areas That Need Support

67%
Said they need significant help with **meal prepping**

61%
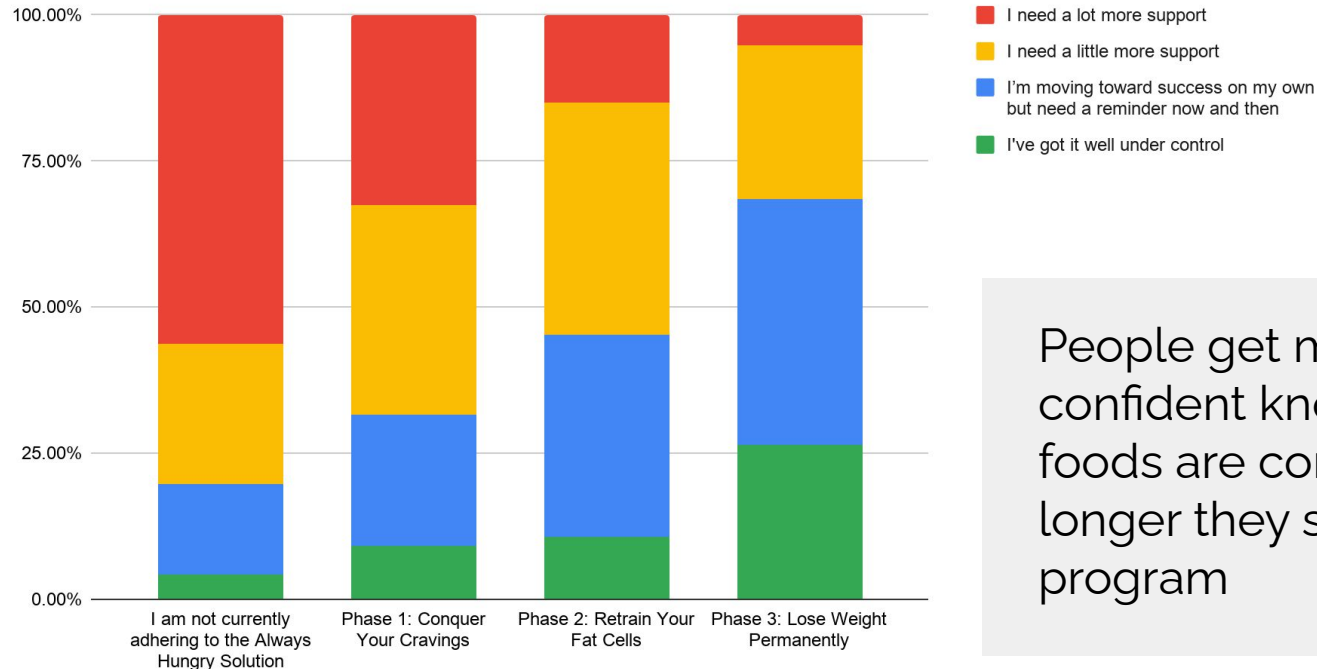Said they need significant help with **food compliance**

Areas That Need Support by Phase

What Areas of Your Practice Need More Support?

Overall, people need **more support at the beginning** of their journey

Food Compliance Support Details

Legend:
- I need a lot more support
- I need a little more support
- I'm moving toward success on my own but need a reminder now and then
- I've got it well under control

Y-axis: 100.00%, 75.00%, 50.00%, 25.00%, 0.00%

X-axis categories:
- I am not currently adhering to the Always Hungry Solution
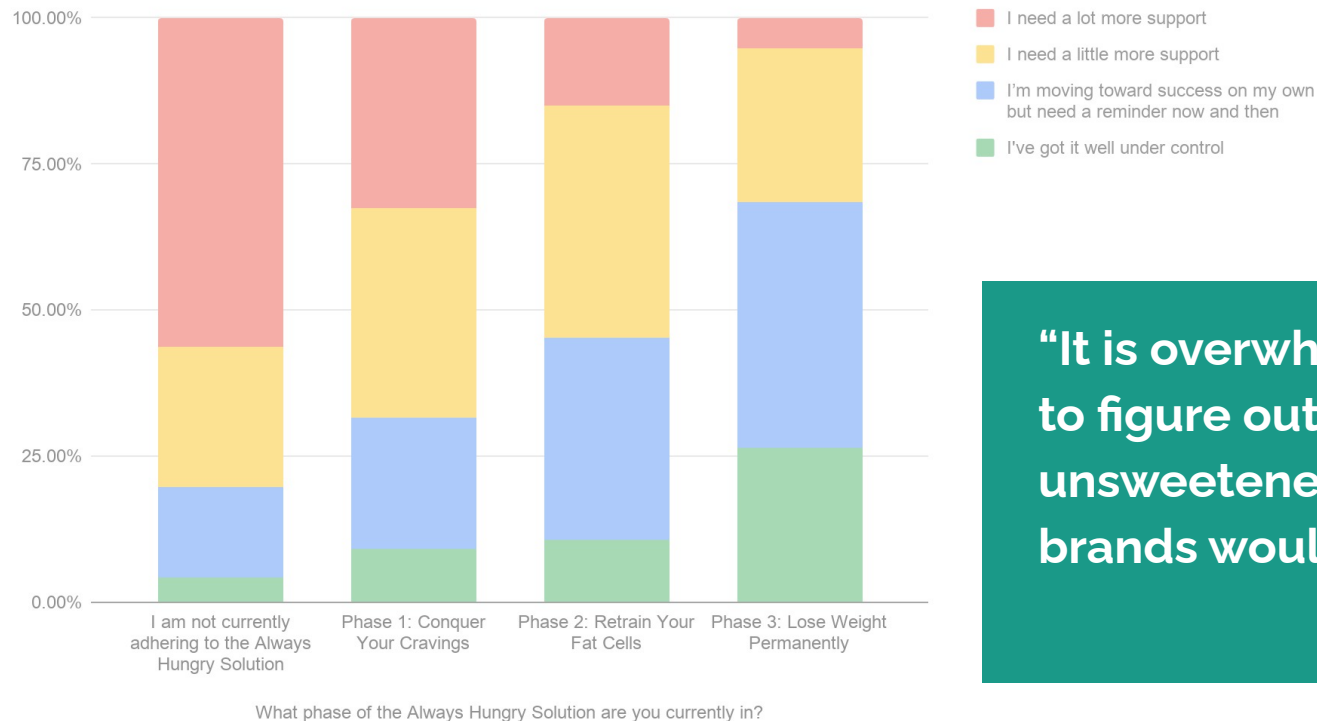- Phase 1: Conquer Your Cravings
- Phase 2: Retrain Your Fat Cells
- Phase 3: Lose Weight Permanently

What phase of the Always Hungry Solution are you currently in?
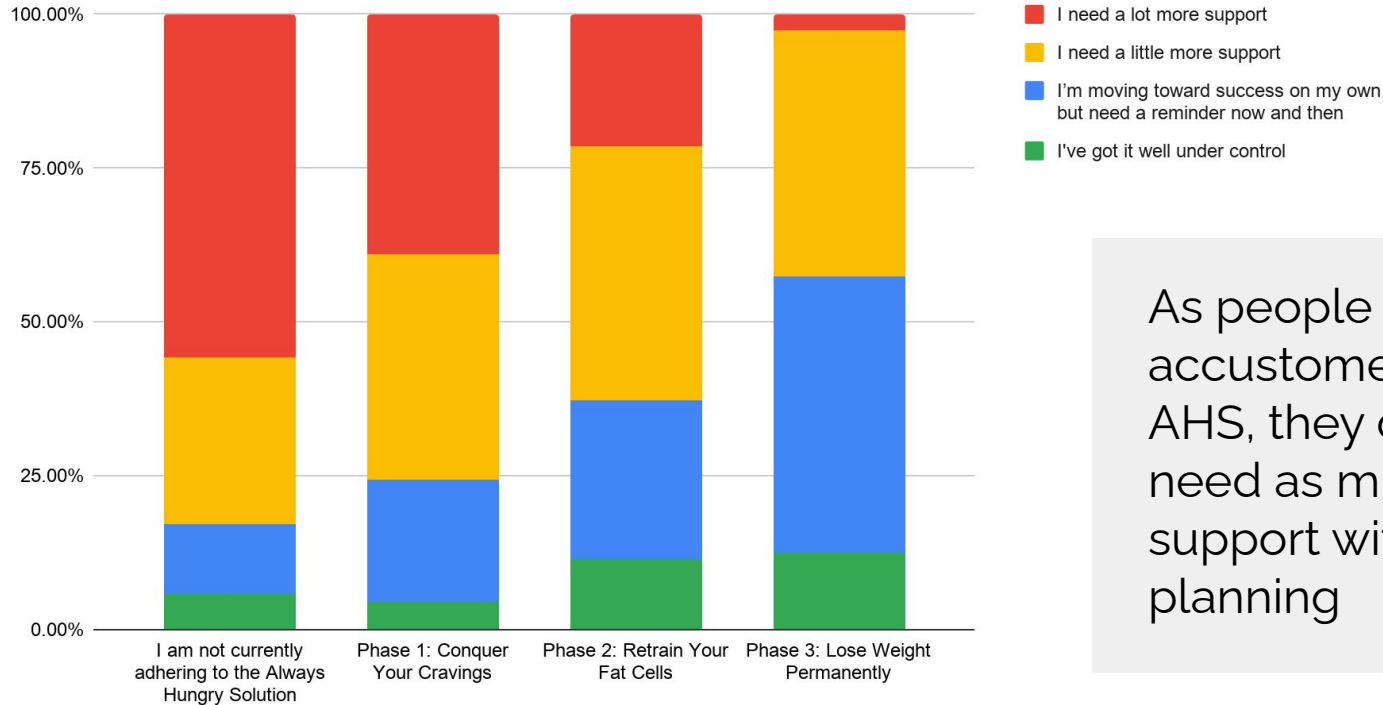
People get more confident knowing what foods are compliant the longer they spend on the program

Food Compliance Support Details

Legend:
- I need a lot more support
- I need a little more support
- I'm moving toward success on my own but need a reminder now and then
- I've got it well under control

Y-axis: 100.00%, 75.00%, 50.00%, 25.00%, 0.00%

X-axis categories:
- I am not currently adhering to the Always Hungry Solution
- Phase 1: Conquer Your Cravings
- Phase 2: Retrain Your Fat Cells
- Phase 3: Lose Weight Permanently

What phase of the Always Hungry Solution are you currently in?

"It is overwhelming to try to figure out what food is unsweetened. A list of brands would be great."

Meal Planning Support Details

Legend:
- I need a lot more support (red)
- I need a little more support (yellow)
- I'm moving toward success on my own but need a reminder now and then (blue)
- I've got it well under control (green)

X-axis categories:
- I am not currently adhering to the Always Hungry Solution
- Phase 1: Conquer Your Cravings
- Phase 2: Retrain Your Fat Cells
- Phase 3: Lose Weight Permanently
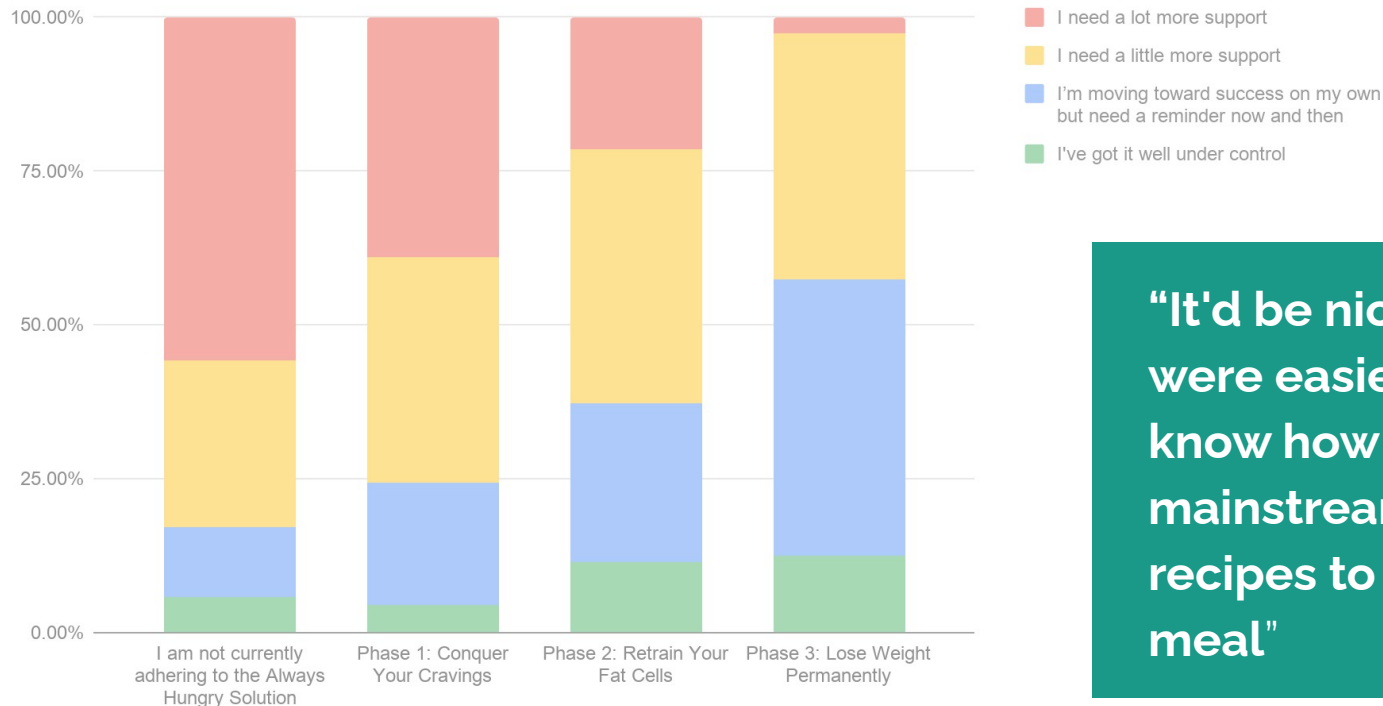
What phase of the Always Hungry Solution are you currently in?

As people become accustomed to AHS, they do not need as much support with meal planning
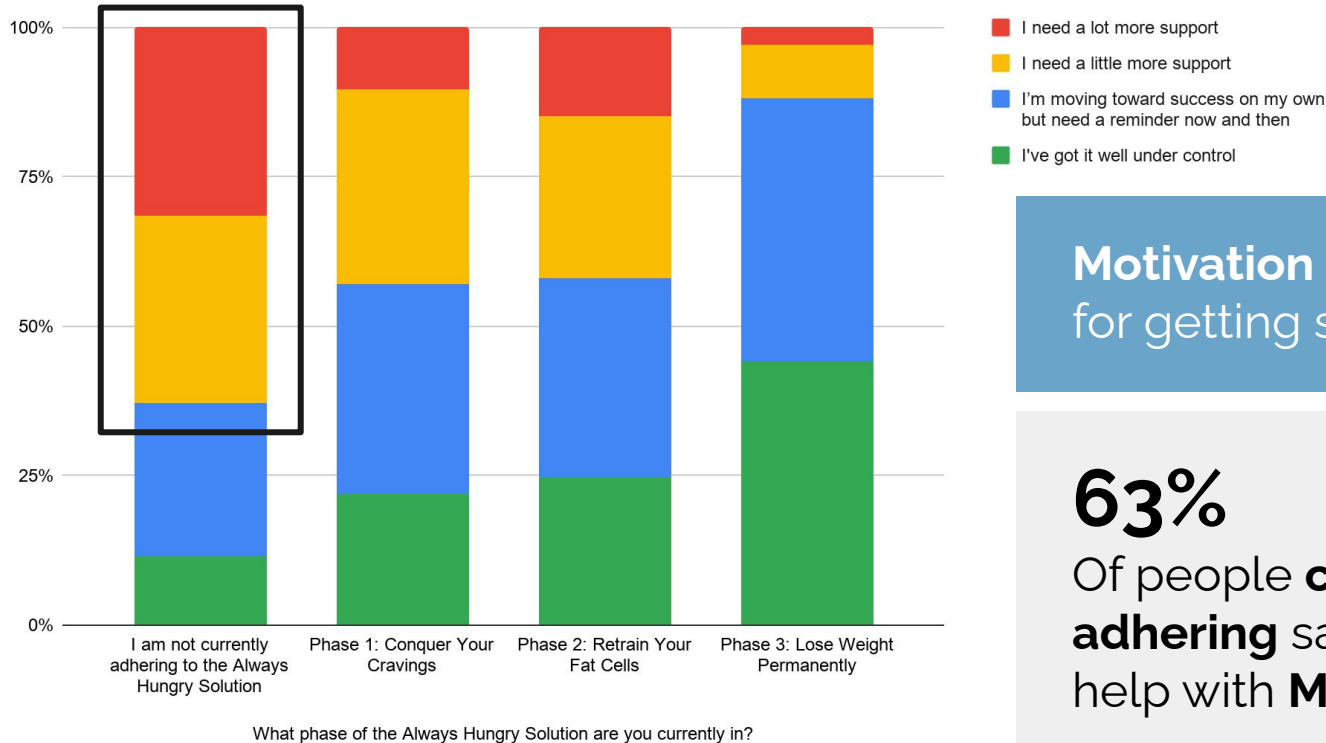
Meal Planning Support Details

Legend:
- I need a lot more support
- I need a little more support
- I'm moving toward success on my own but need a reminder now and then
- I've got it well under control

Chart Y-axis: 100.00%, 75.00%, 50.00%, 25.00%, 0.00%

Chart X-axis categories:
- I am not currently adhering to the Always Hungry Solution
- Phase 1: Conquer Your Cravings
- Phase 2: Retrain Your Fat Cells
- Phase 3: Lose Weight Permanently

What phase of the Always Hungry Solution are you currently in?

"It'd be nice if it were easier to know how to adapt mainstream recipes to build a meal"
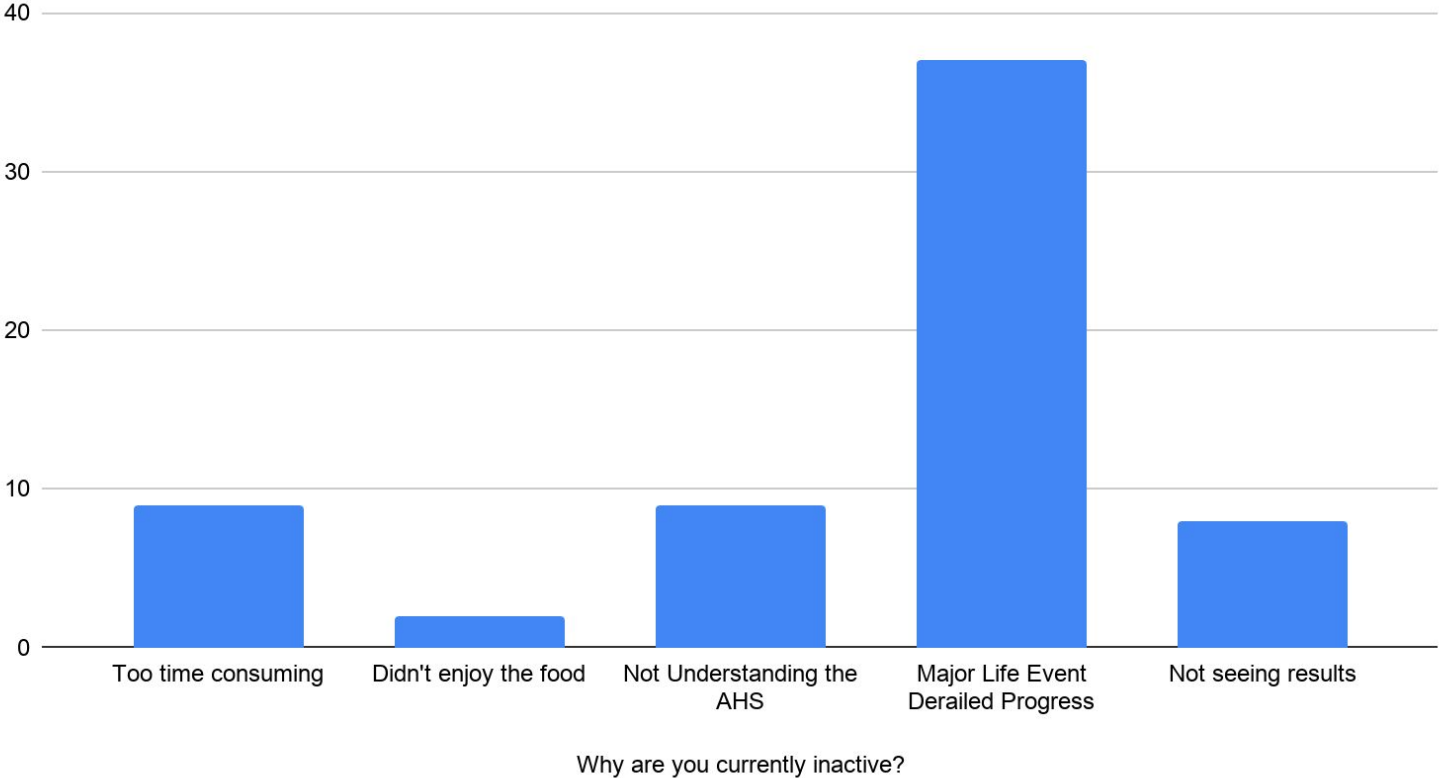
Big Why? / Motivation Support Details

What phase of the Always Hungry Solution are you currently in?

Legend:
- I need a lot more support
- I need a little more support
- I'm moving toward success on my own but need a reminder now and then
- I've got it well under control

X-axis categories:
- I am not currently adhering to the Always Hungry Solution
- Phase 1: Conquer Your Cravings
- Phase 2: Retrain Your Fat Cells
- Phase 3: Lose Weight Permanently

Motivation is important for getting started

63%
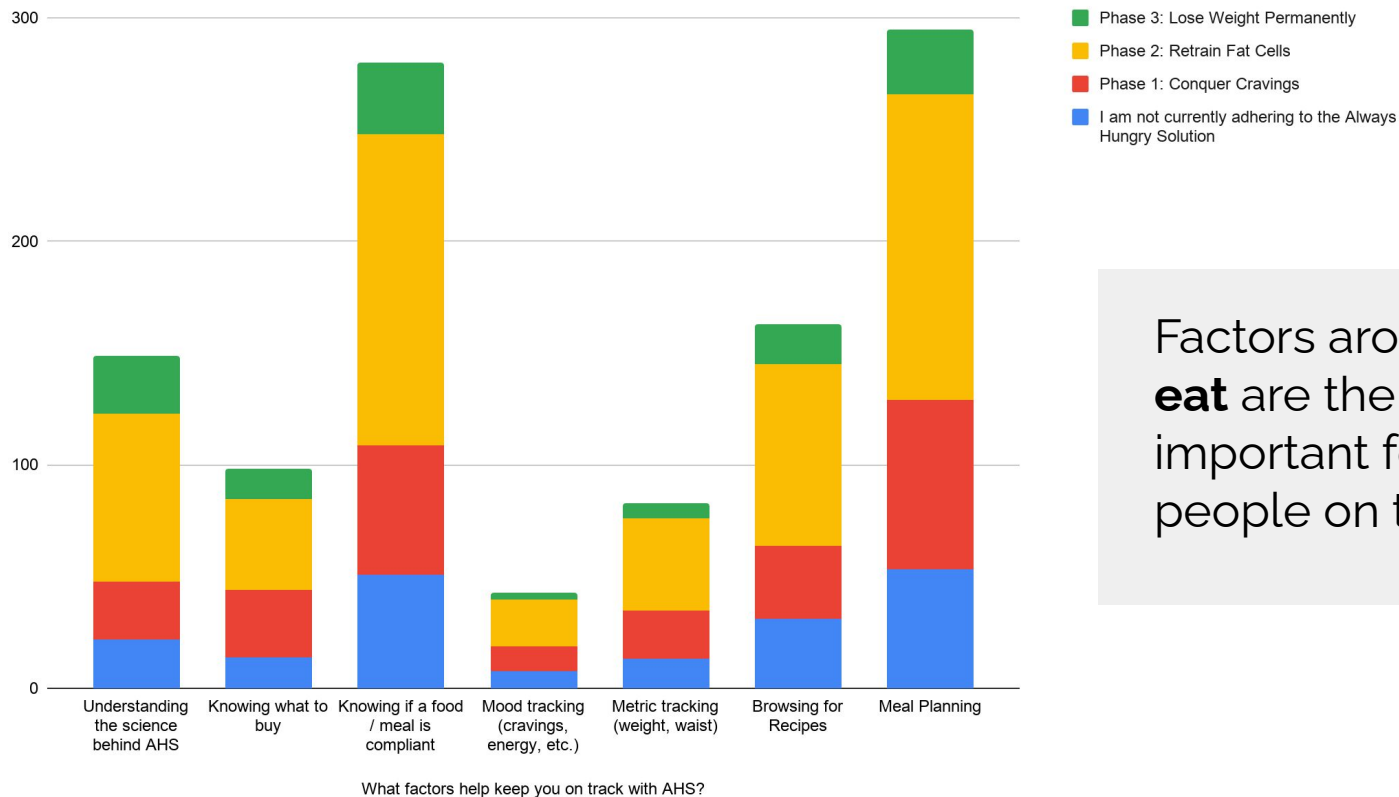Of people **currently not adhering** said they need help with **Motivation**
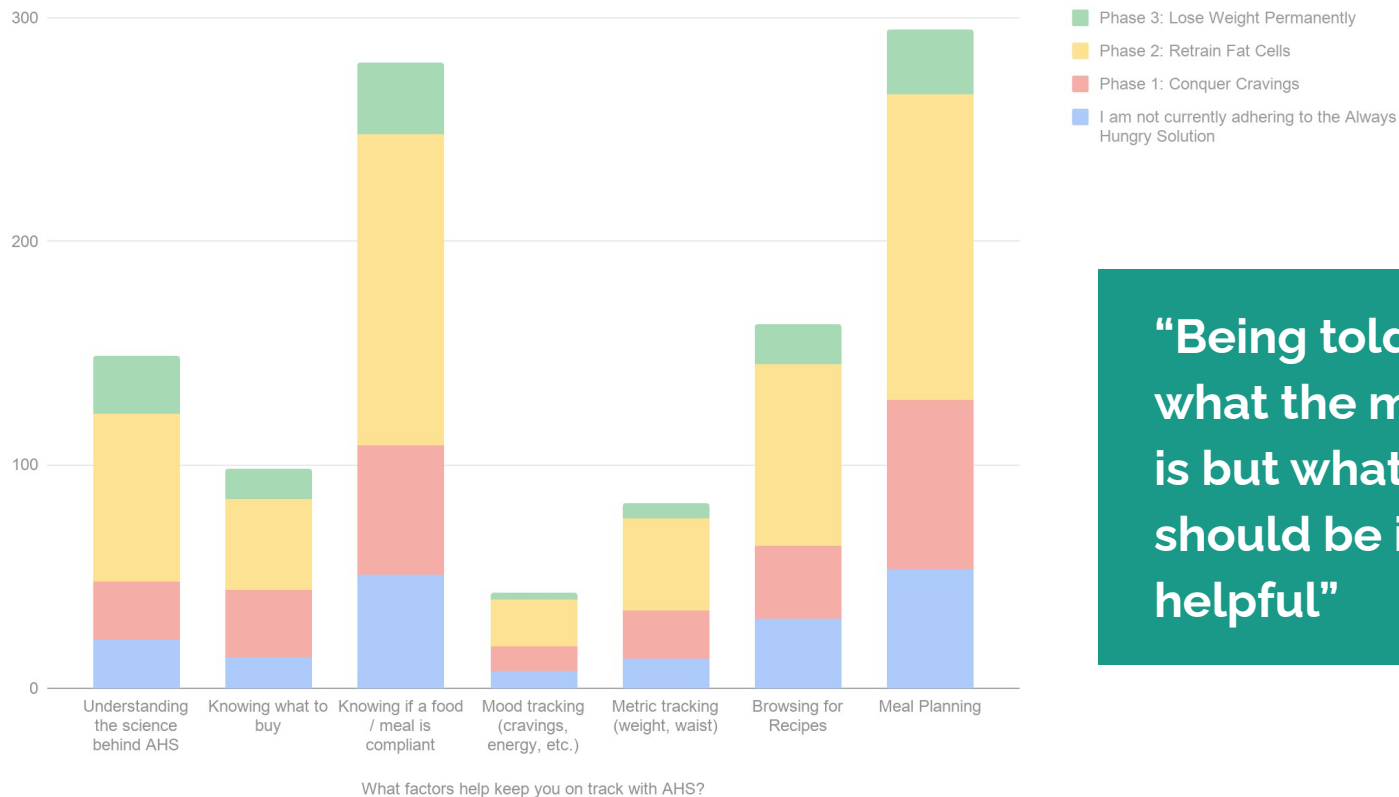
Inactivity

Inactivity

Chart with Y-axis from 0 to 40 (marked at 0, 10, 20, 30, 40) and X-axis labeled "Why are you currently inactive?"

Bar values by category:
- Too time consuming: ~9
- Didn't enjoy the food: ~2
- Not Understanding the AHS: ~9
- Major Life Event Derailed Progress: ~37
- Not seeing results: ~8

Most Helpful Factors

Factors that Help Respondents Keep on Track

300

200

100

0

- ■ Phase 3: Lose Weight Permanently
- ■ Phase 2: Retrain Fat Cells
- ■ Phase 1: Conquer Cravings
- ■ I am not currently adhering to the Always Hungry Solution

Understanding the science behind AHS | Knowing what to buy | Knowing if a food / meal is compliant | Mood tracking (cravings, energy, etc.) | Metric tracking (weight, waist) | Browsing for Recipes | Meal Planning

What factors help keep you on track with AHS?

Factors around **what to eat** are the most important for keeping people on track

Factors that Help Respondents Keep on Track

Legend:
- Phase 3: Lose Weight Permanently
- Phase 2: Retrain Fat Cells
- Phase 1: Conquer Cravings
- I am not currently adhering to the Always Hungry Solution

X-axis categories: Understanding the science behind AHS; Knowing what to buy; Knowing if a food / meal is compliant; Mood tracking (cravings, energy, etc.); Metric tracking (weight, waist); Browsing for Recipes; Meal Planning

What factors help keep you on track with AHS?

"Being told not only what the main entrée is but what the side should be is extremely helpful"

Factors that Help Respondents By Phase

Helpful factors: Non-Adhering
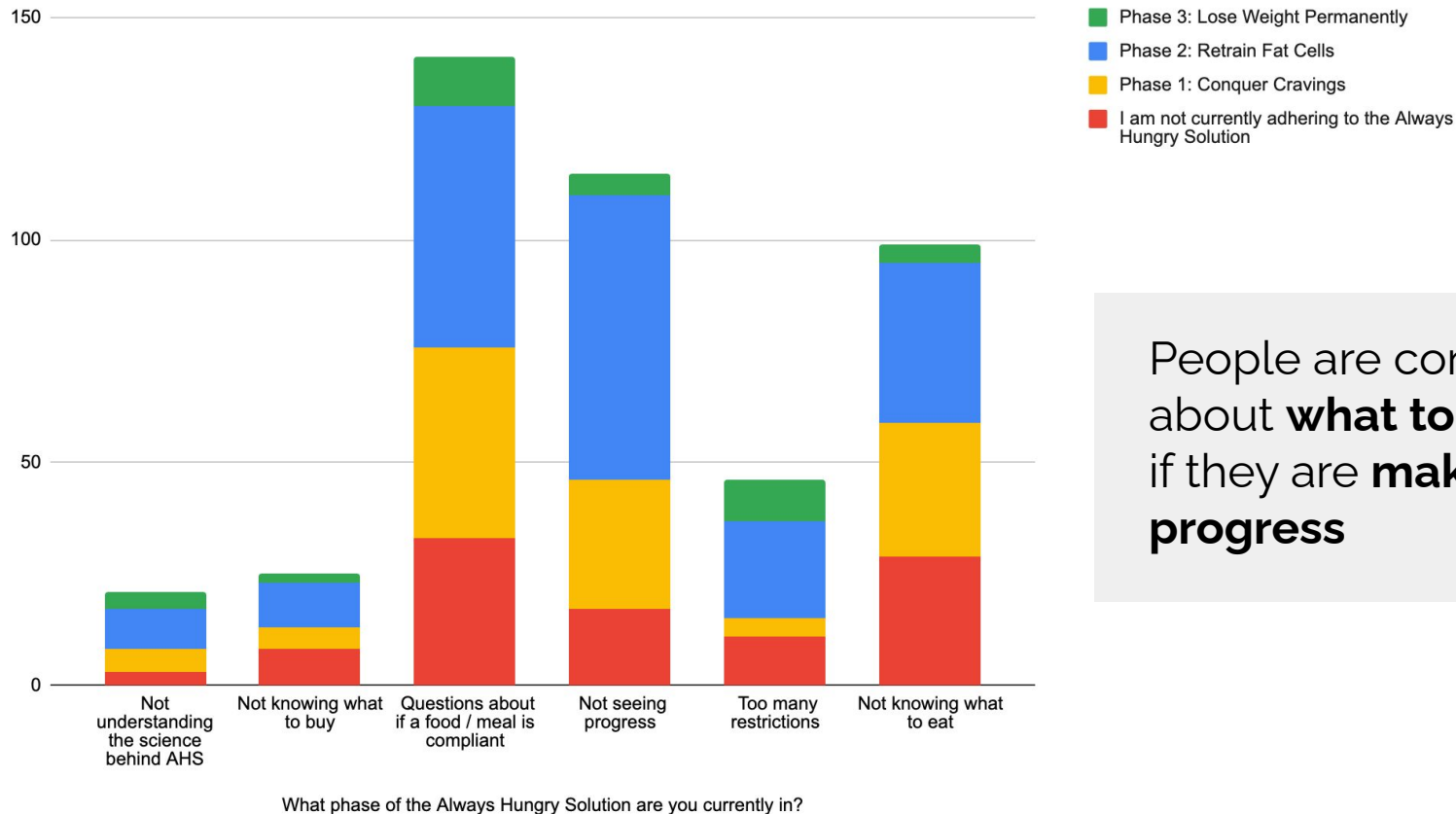
Helpful Factors: Phase 1
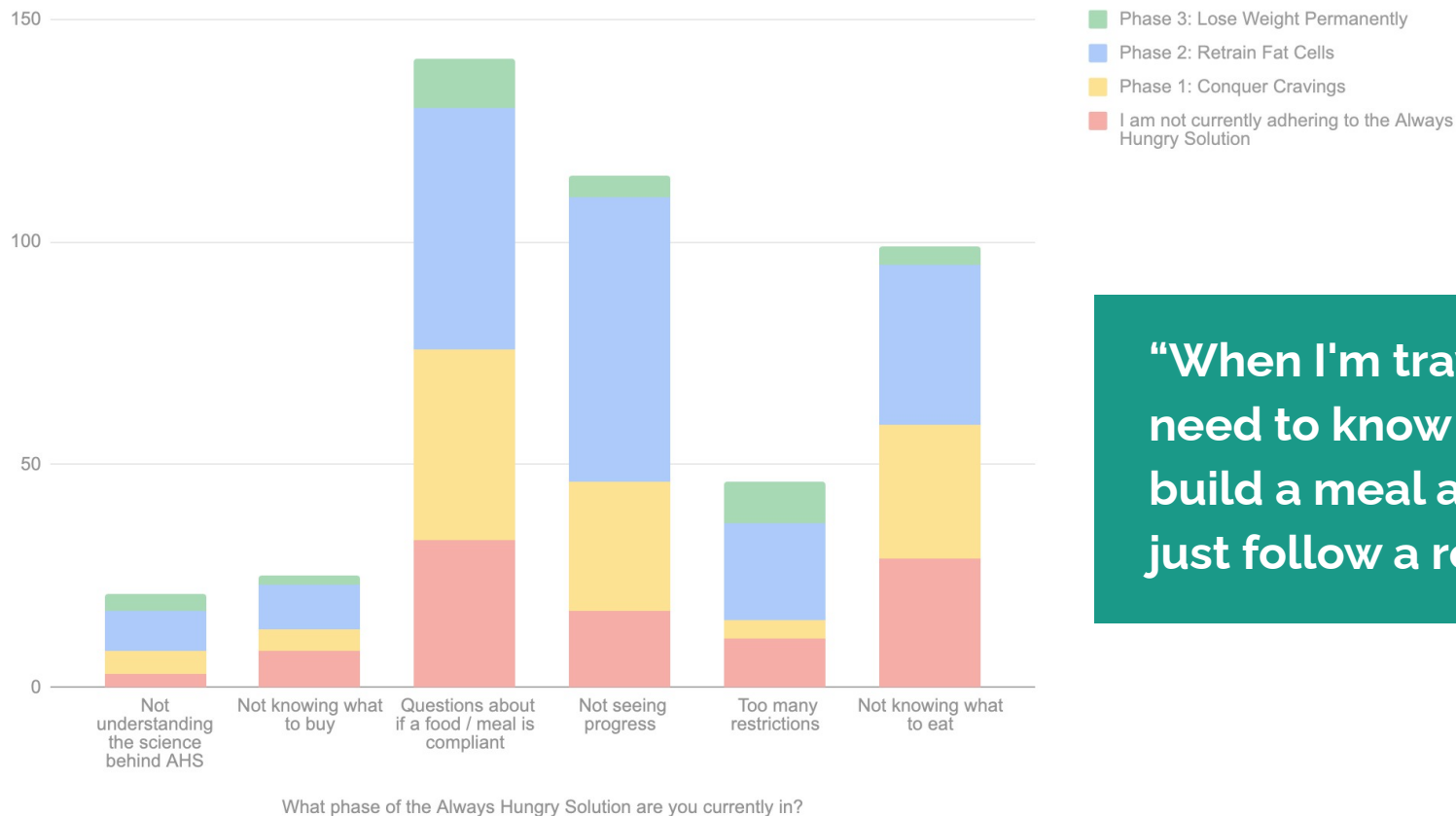
Helpful Factors: Phase 2

Helpful Factors: Phase 3

Hardest Parts

Hardest Parts of Adhering

Legend:
- Phase 3: Lose Weight Permanently
- Phase 2: Retrain Fat Cells
- Phase 1: Conquer Cravings
- I am not currently adhering to the Always Hungry Solution

Categories:
- Not understanding the science behind AHS
- Not knowing what to buy
- Questions about if a food / meal is compliant
- Not seeing progress
- Too many restrictions
- Not knowing what to eat

What phase of the Always Hungry Solution are you currently in?

People are concerned about **what to eat** and if they are **making progress**

Hardest Part By Phase

Where Hardest Part Meets Most Helpful Part

84%
Of people who said **knowing if a food/meal is compliant** is helpful also said **not knowing what to buy** was among the hardest parts

75%
Of people who said **meal planning** is helpful also said **knowing if a food/meal is compliant** was among the hardest parts

Takeaways

What We Learned

- Life is **cyclical** - not linear
  - Many respondents have paused and later resumed
- People need a way to **fail gracefully** and get back on the horse
  - Major life events can derail progress
  - Social pressure is a huge factor
- While some things are common, there is a **high diversity of needs**
  - Respondents needs vary by both phase and individual preference

Next Steps

- Interviews 🗣️
  - Conduct in-person interviews to get a clearer picture of the journey as a whole
  - ~10 different people
  - Next 3 - 4 weeks (schedule dependent)
- Iterative Design 🎨
  - Use the information from this survey and the interviews to create screens and flows
  - 1 - 2 weeks after finishing interviews
- User Testing 📱
  - Conduct a series of tests to determine the usability of the application via clickable prototype
  - ~10 participants