

# Affinity Diagram

## Compare different apps and their features

Side by side comparisons of popular weight tracking apps

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Unique features such as macro tracking

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Recommend certain app tools

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Review the user interface/design

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## Review free weight loss programs

Provide ratings of free programs

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Highlight all abilities offered through free features

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Offer a summary of each programs options

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Find ways to provide best service without charging money to users

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## Pick 5 different websites/programs

Highlight each website/program's primary features

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Compare costs of each website along with free features

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Pay attention to user friendliness

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Creativity/flashiness of the website

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## Find friends who use weight tracking devices

Give the ability to add friends to your app

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Have the ability to share progress and compete with friends

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Link with users contacts and social medias

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Privacy settings that allow what you can and can't show

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## Find motivational tools to encourage users

Motivational quotes incorporated in the application

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Daily notifications reminding the user to lock in

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Set reminders for workouts/meals

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Reward system that encourages growth

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