



TEAM: TECHTRYBE

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Problem Statement

GCGO: Health-care

High rates of overweight and obesity in Nigeria pose a significant health challenge, particularly in the southern zones. Limited access to healthcare and education exacerbates social inequities. A mobile health app is proposed to provide comprehensive education and support, including BMI tracking, meal planning, gym recommendations, goal setting, and access to healthcare professionals. The app aims to reduce overweight and obesity rates and promote overall well-being.

Problem Matters

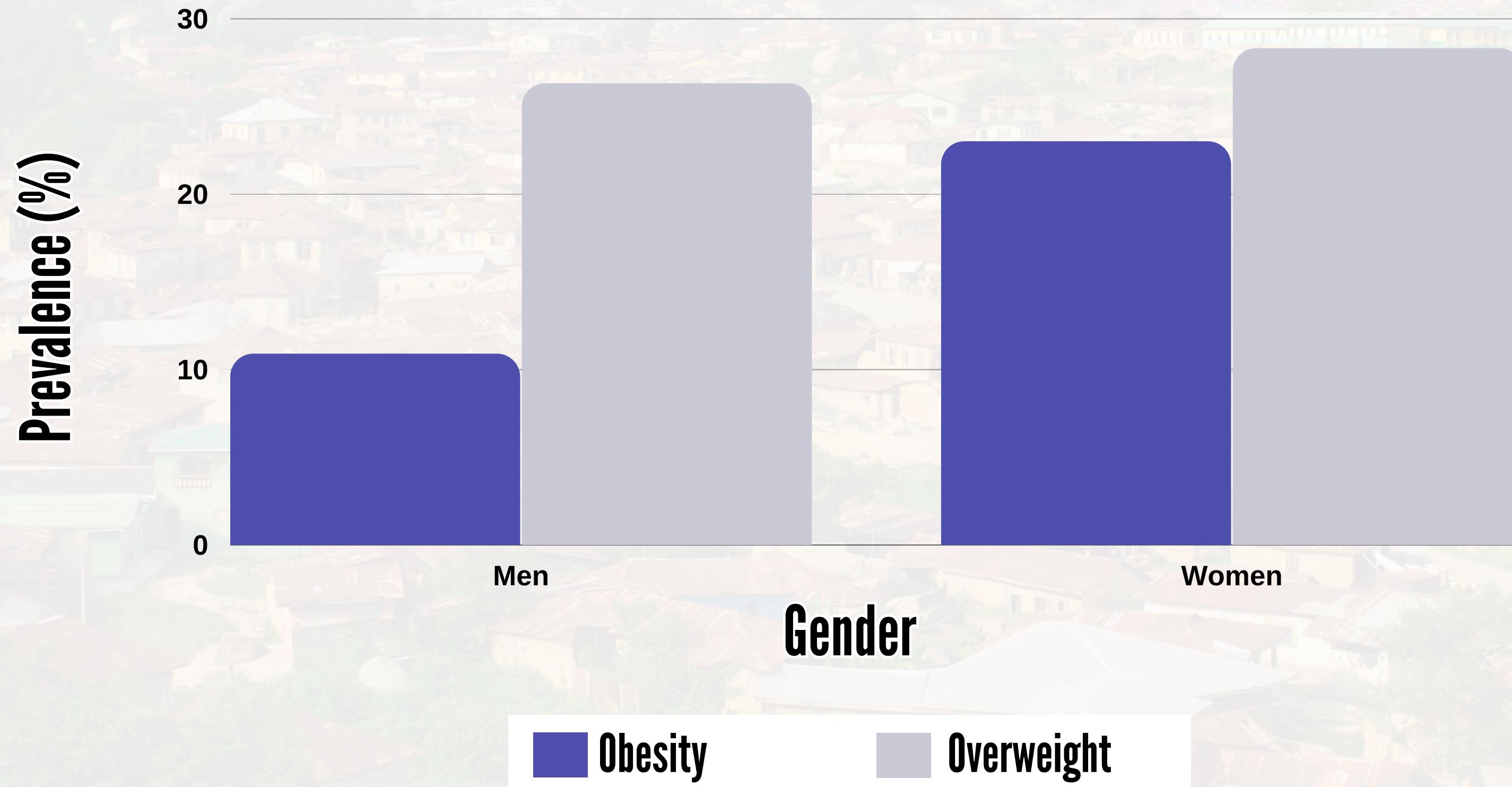
The high prevalence of overweight and obesity in Nigeria poses a significant health challenge for both men and women, leading to increased risks of chronic diseases and social disparities. Addressing this problem is crucial to improving the well-being of individuals, reducing healthcare burdens, and promoting a healthier population.

Affected individuals/groups

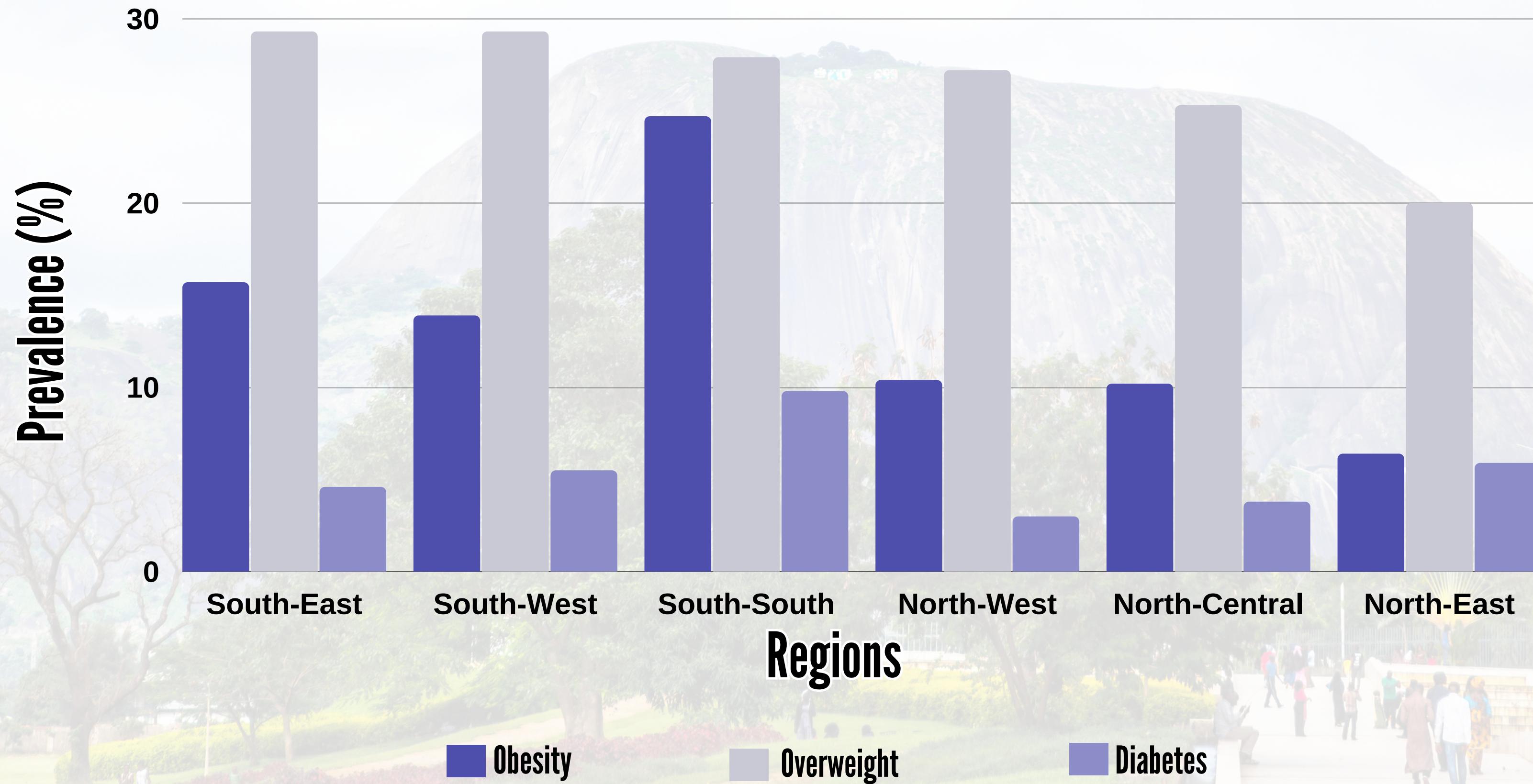
One group significantly impacted by the problem of high overweight and obesity rates in Nigeria is men and women in the southern states, particularly in the Southwest region. With a prevalence of 29.3% overweight and 13.9% obesity among men, and 29.3% overweight and 13.9% obesity among women, these individuals face increased health risks and social disparities due to limited access to healthcare and educational resources.



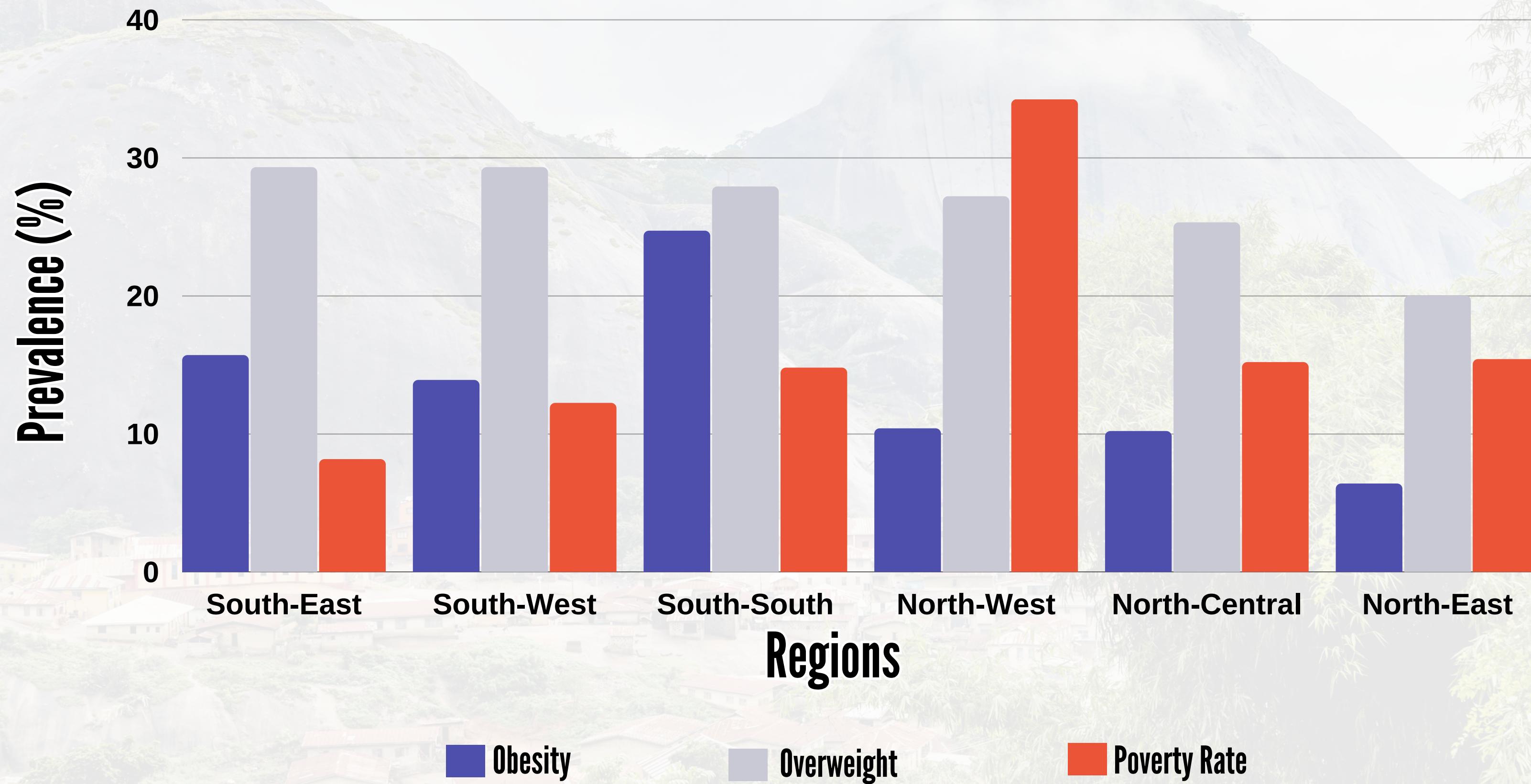
Prevalence Of Overweight And Obesity By Gender In Nigeria



Prevalence Of Obesity, Overweight And Diabetes in the Six Geopolitical Zones In Nigeria



Market Analysis: Comparing The Prevalence Of Diabetes And Overweight With Poverty Rate In The Six Geopolitical Zones



Solutions

Solution Description

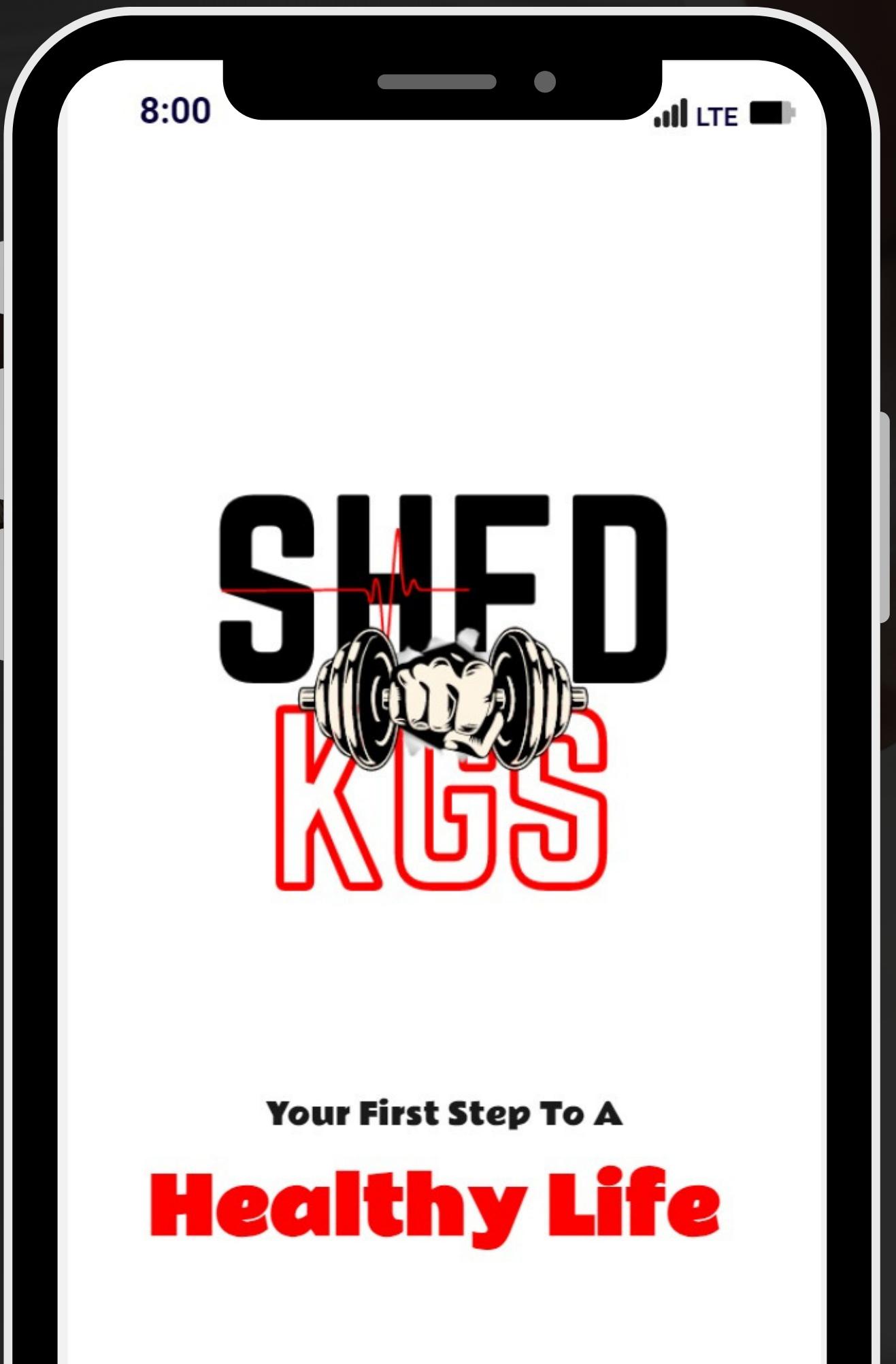
The solution, ShegKGs, is a mobile health application that offers comprehensive weight management support. It provides features such as personalized meal planning, progress tracking, educational resources, a supportive community platform etc. By empowering users with knowledge, tools, and a supportive network, ShegKGs aims to facilitate healthier lifestyles, effective weight management, and improved overall well-being.

Reason for solution

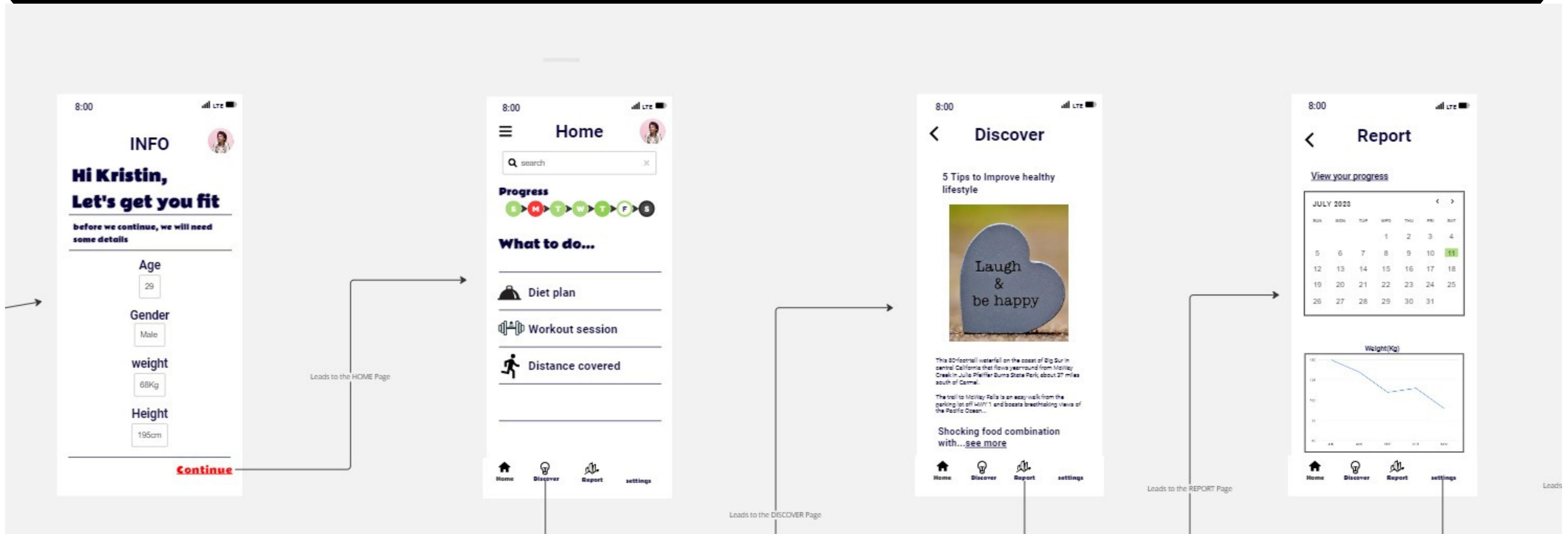
ShegKGs was chosen as the solution due to its holistic approach to weight management, providing personalized features, access to healthcare professionals, and a supportive community platform. It aims to empower users to effectively manage their weight and promote healthier lifestyles in Nigeria.

Reason why solution likely to be effective

ShegKGs is expected to be effective as it offers customized tools, access to healthcare experts, educational materials, and a supportive community, empowering users to successfully manage their weight and embrace healthier lifestyles.



ShedKGs Wireframe



Info Page

This page allows users to drop basic information about their health and eating pattern

Home Page

This is where all the feature of the app is seen by the user

Discover Page

This page helps user to read about health tips and information

Report Page

This gives user feedback on their health pattern

Pain Points

1

Our users need personalized recommendations for exercise routines and meal plans that align with their specific health and weight goals.

2

Our users need a solution that can help them push past periods of weight loss where they experience a lack of progress, enabling them to keep moving forward and achieve their goals successfully.



Recommendation from Interview

Improve Personalisation

A User expressed a desire for a more unique app experience and the ability to collect additional data for personalization. To address this, we will explore advanced algorithms and user profiling techniques to offer tailored recommendations, customized content, and personalized features.

Foster A Community

A User emphasized the need for a community feature to connect and support users. To meet this recommendation, we will be integrating a community platform within the app, enabling users to engage, share experiences, provide encouragement, and access peer support. This would create a sense of belonging and promote a supportive environment.

What Next...

With funding, TechTRYBE Team Would:

- Enhance **ShedKGs** app features and user interface.
- Expand marketing efforts to reach a wider audience.
- Focus on user acquisition and engagement strategies.
- Invest in research and development for ongoing improvements.
- Collaborate with healthcare providers and offer user support channels.



WHY

The ShegKGS solution has the potential to make an important difference by providing a comprehensive and accessible platform for weight management. Through personalized tools, access to healthcare professionals, educational resources, and a supportive community, ShegKGS empowers users to overcome challenges, adopt healthier lifestyles, and effectively manage their weight. This holistic approach addresses the root causes of overweight and obesity, promoting long-term health outcomes and improving the well-being of individuals in Nigeria.

YOU

