



FRESHLENS

TEAM-4



AGENDA

- TEAM MEMBERS
- PROJECT OVERVIEW
- MARKET ANALYSIS
- PERSONAS
- TECH STACK
- TEAM LOGISTICS
- RETROSPECTIVE

TEAM MEMBERS



Chandu Pentela
Project Manager



Banoth Ashok
Backend Developer



**Jaya Venkata Vara Sai Prakash
Perumalla**
Backend Developer

TEAM MEMBERS



Ashish Padma
Machine Learning Engineer



Poojitha chinthala
Machine Learning Engineer



Sushmitha Reddy Poddaturu
Machine Learning Engineer

TEAM MEMBERS



Satish kumar reddy indla
Developer



Aishwarya Kongari
Developer

PROBLEM STATEMENT

Many individuals want to maintain a healthy diet but they find it challenging to keep track of their diet and analyse it. The traditional way where keep logging food intake often time and it is prone to inaccuracies, which leads to poor diet choices and even demovitates the individual.

There needs to be a way for a more intuitive and efficient way to understand the nutritional values of fruits and easy to keep track of the intake. Which makes individuals to take healthy diet options.

PROJECT DESCRIPTION

FreshLens is a mobile application solution that uses advanced deep learning algorithms to identify fruits and vegetables from the capture of pictures by the user's device. The algorithm identifies and gives the calories and nutritional content of the scanned item and the information is saved over time it gives an in-depth analysis of the user's dietary habits.

MARKET ANALYSIS

The diet and nutrition apps market is growing rapidly by increasing awareness of health and wellness and even increasing in use of AI. In the US, the market is expected to reach \$15 billion by 2029 with a CAGR of 21.4% from 2022 to 2029. Major players are entering this market and making the space competitive increasing in chances of opportunities and innovation in this space.

PERSONAS



- **Name:** Emily
- **Age:** 30
- **Occupation:** Marketing Analyst
- **Interests:** Yoga, cooking, and reading health blogs
- **Goals:** Maintain a balanced diet
- **Challenges:** Struggles to find accurate nutritional info for fresh produce
- **How Your App Helps:** FreshLens offers instant nutritional content, supporting her balanced diet and culinary exploration.

PERSONAS



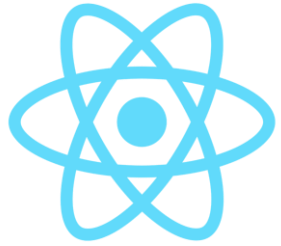
- **Name:** Alex
- **Age:** 35
- **Occupation:** Software Engineer
- **Interests:** Tech gadgets, hiking, fast cooking
- **Goals:** Eat healthily despite a busy schedule
- **Challenges:** Has limited time for meal prep and nutrition tracking
- **How Your App Helps:** FreshLens easily fits in busy lifestyle, it's designed for healthy eating with quick scan

PERSONAS

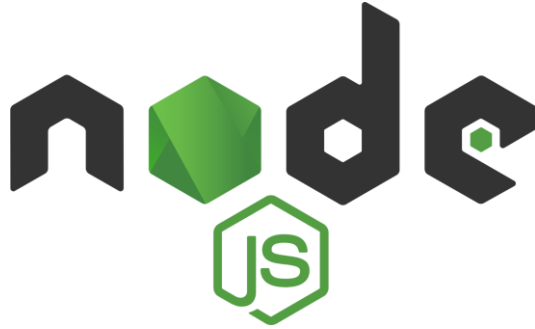


- **Name:** Jordon
- **Age:** 26
- **Occupation:** Personal Trainer
- **Interests:** Gym workouts, sports nutrition, bodybuilding
- **Goals:** Optimize diet for muscle gain and performance
- **Challenges:** Needs precise macro and micro intake from natural foods
- **How Your App Helps:** FreshLens helps in tracking nutritional values, enhancing his meal planning.

TECH STACK



React Native



SPRINT SCHEDULE

Point	Activity	Assigned to	Duration
1	Project Introduction	Entire Team	2 days
2	Role Definition	Entire Team	2 days
3	Discussion on Project Scope	Entire Team	1 day
4	Initial Tech Stack	Developers	2 days
5	Project Draft Plan	Entire Team	3 days

TEAM WORKING AGREEMENT

TEAM AGREEMENT

- If any individual faces any problem in their work, they can reach out to other individuals and request help and vice versa.
- There will be a team meeting held weekly once on Tuesday and all individuals must participate in the meeting and we will discuss the update about the project (workflow) during the call.
- A recurring meeting will be happening via Google Meet and will be getting mail prior day before the meeting starts.
- Everyone should respect each other and their decisions. We take a poll in the team meeting on the workflow and the majority will be the final decision from the team polls.
- Inappropriate behavior is not acceptable and will be informed to the professor immediately.
- Missing more than 4 calls is also not acceptable and will be informed to the professor.
- Everyone should give equal contribution to the project and should work as a team.
- All work should be done, prior 1 day before the due date.

Teammates signature

1. Ashish Padma
2. Poojitha chinthala
3. Jaya Venkata Vara Sai Prakash Perumalla
4. Chandu Pentela
5. Aishwarya Kongari
6. Sushmitha Reddy Poddaturu
7. Satish kumar reddy indla
8. Banoth Ashok

RETROSPECTIVE

WHAT WENT WELL

- Quick decision making
- Attending meetings

WHAT WE CAN IMPROVE

- Improve the communication among team.

ACTION ITEMS

- Not going overboard
- Recurring meetings.

Wikipage link

<https://github.com/htmhw/2024S-Sierra/wiki>

THANK YOU
