CONCEPT DOCUMENT

Chapter 1: Introduction

In this document, we introduce an ambitious project undertaken by LiveWall, a company renowned for its innovative applications, particularly in emerging technologies like artificial intelligence (AI). Partnering with LiveWall, our goal is to develop a groundbreaking Nutrition Plan application driven by AI. This application aims to provide users with personalized nutrition plans tailored to their individual characteristics and goals. Targeting digitally active middle-aged individuals, our objective is to create a user-friendly platform where users can input their information and receive a week-long AI-generated nutrition plan. Through this endeavour, we aim to revolutionize the way people approach nutrition planning and empower them to make informed dietary choices conveniently and effectively.

Client

Or client, LiveWall specialises in creating applications for different kinds of companies. They also experiment with new technologies, with AI specifically and now they are interested in creating a Nutrition Plan application.

Main Concept

The main concept of this project is to utilise AI to create an individual Nutrition Plan for one week where user will be able to get a personalised plan based on user characteristics and goals.

Goal

The goal is to make a platform where our users will be able to input their personal information and based on that information receive AI generated plan for one week that will make them fulfil their goals.

Target Group

Our target audience is middle-aged, digitally active people who want or already use nutrition plans with their phone or laptop.

Chapter 2: Feedback from Survey and Interview

In this chapter, we detail the results of the survey and interviews conducted as part of our research. The feedback received from participants provides valuable information about their current eating habits, meal plan preferences, and desired features of a meal plan website. Through careful analysis of the data collected, we aim to gain a deeper understanding of our target audience's needs and expectations to develop an effective and user-friendly platform. Let's explore the key findings from the survey and interviews to provide actionable recommendations for the next stages of our project.

Survey:

From the 22 responses we received in our survey, we gathered a wealth of valuable information. Firstly, it was evident that a majority of respondents consume meat. Interestingly, 59.1% of participants admitted to not currently using nutrition plans (see fig.

1), which was an expected finding. When probed further about this, one respondent cited the challenge of maintaining consistency due to frequently changing schedules.

Do you use nutrition plans?
22 antwoorden
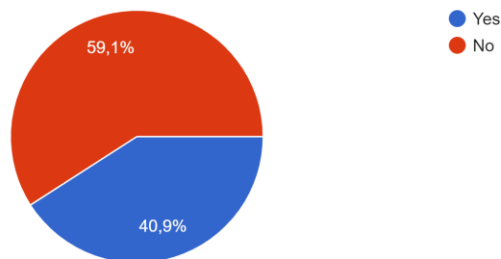
(FIG. 1, SURVEY)

Moreover, our survey revealed that 50% of respondents expressed a desire for nutrition plans geared towards building muscle, while 25% sought plans focused on maintaining overall health. Another significant insight was that slightly over half of the respondents (50%) preferred using applications over websites for accessing nutrition plans. (see fig. 2)

Additionally, our users expressed interest in having a Chatbot feature on the website to address queries and clarify any uncertainties about the plans. (see fig. 3)

What are your end goals in having a nutrition plan
12 antwoorden
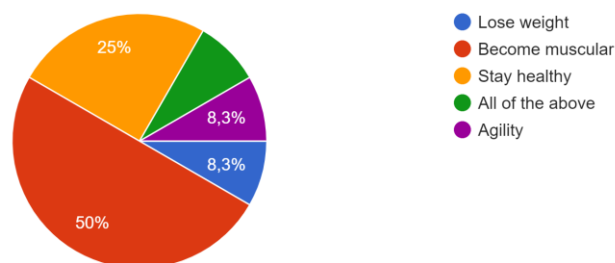
(FIG. 2, SURVEY)

Do you want to have a Chatbot in case you would have questions?
12 antwoorden
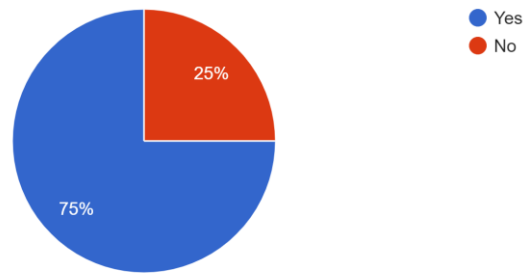
(FIG. 3, SURVEY)

Furthermore, a significant majority (75%) of users indicated a preference for nutrition plans presented with a combination of text and pictures. When asked about the most important features on the website, respondents ranked the weight tracker as the top priority (40%), followed by an ingredients list (20%), calorie counter (10%), and tailored plans for various needs (10%). (see fig. 4)

How would you like to see your Nutrition Plan?
12 antwoorden
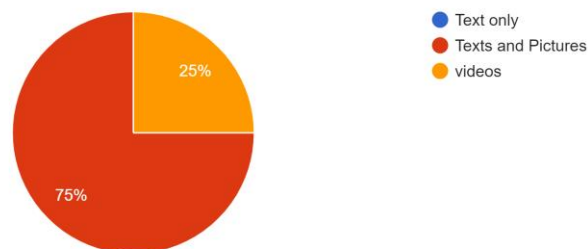
(FIG. 4, SURVEY)

What features would you find most helpful on a nutrition plan website?
10 antwoorden
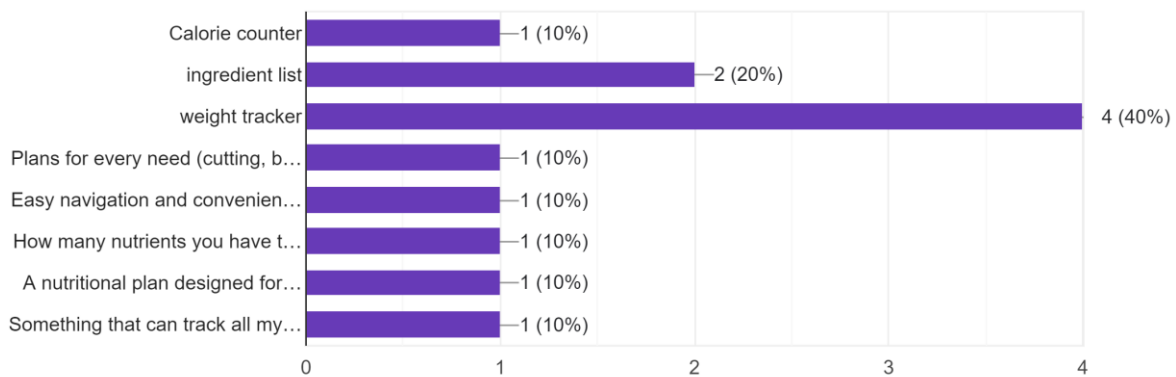
(FIG. 5, SURVEY)

Lastly, regarding allergies, a staggering 91.7% of respondents reported not having any allergies. This information provides valuable insights that will inform the development of our nutrition plan website, ensuring that it aligns closely with the preferences and needs of our target audience. (see fig. 4)

Do you have any underlying health issues ?
12 antwoorden
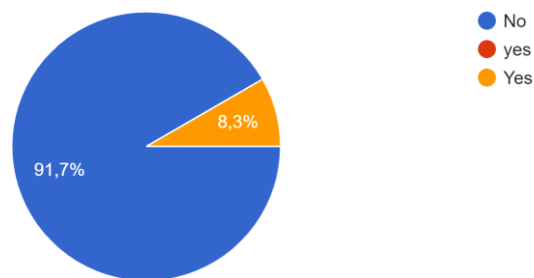
(FIG. 6, SURVEY)

Interviews:

Based on the interviews with our target audience, we gathered valuable feedback for the development of our nutrition plan website. Users expressed a strong desire for personalized guidance, emphasizing the importance of tailored nutrition plans that align with their individual preferences, lifestyles, and health goals.

Moreover, users highlighted the need for inspiration and convenience in their nutrition journey. They expressed interest in resources that offer cooking inspiration, meal ideas, and practical solutions that fit seamlessly into their busy lifestyles and dietary preferences.

Furthermore, users indicated a preference for detailed nutrition plans that encompass various aspects of nutrition, including recipes, meal plans, progress tracking, and features for quick questions or support. They emphasized the importance of user-friendly interfaces and practical features that are easy to understand and navigate.

Additionally, users value features that help them stay motivated and track their progress towards their health goals. They expressed interest in personalized reports and progress tracking tools to monitor their journey effectively.

Finally, users appreciate flexibility and variety in their nutrition plans. They enjoy options for cooking at home or dining out, as well as flexibility in meal timing and dietary choices to accommodate their diverse preferences and schedules.

By incorporating these insights into the development of our nutrition plan website, we can ensure that our platform meets the needs and preferences of our target audience effectively, providing them with the support and guidance they need to achieve their health and wellness goals.

Chapter 3: Context and Persona

In the field of meal planning, existing solutions often lack personalization, reducing their effectiveness in meeting people's diverse needs. Our project aims to remedy this situation by creating a free website with personalized meal plans, allowing users to effortlessly create and follow plans that fit their specific goals. This chapter focuses on the insights gained from surveys and interviews to develop a platform that resonates with users, promotes sustainable dietary habits, and ultimately improves overall health.

Context of Project

There are a lot of problems with existing nutrition plans. The main problem is that most of them are not personalised. Those, that exist are not personalised and are not effective since they don't include personal aspects of exact person.

The design and structure of those websites are quite old and outdated. Those, that have a personalisation on their website are either not finished, unclear in usage or not free. That is why it is essential for us to create a free and personalised Nutrition Plan website where user will be able to easily create and follow the plan to reach their goal.

From our clients research we already got a Persona (fig. 1). However, client's persona was too small and not exactly clear, therefore, we made another persona (fig. 2) with different background, core need and pain points, so we can better understand who our target audience is which will help us in creating an appropriate service.

Target audience

Persona: Marc
Leeftijd: 30 jaar.
Profession: Financial advisor.
Family : Together with his girlfriend
Interests: Cooking, exercise, going out with friends
Technology: Uses smartphone for most things and her laptop for work. Always online.

(FIG. 1, STAKEHOLDER'S PERSONA)

Chapter 4: Secondary Research

Customer Journey

Introduction

After we have done the research on who our users are and what are their goals and interests in our Nutrition Plan, we made a Customer Journey document to see what the steps would be that users need to go through to get on our website.

Context

At the bottom is a customer journey that shows our view(fig. 1, Customer Journey). The journey shows that before he gets to our website, he will need to make a goal for himself to change his body or his health condition. He then will think of how it is possible to achieve his goal and will find that he needs a Nutrition Plan for that. When he will start looking for it he will find out that there are not going to be any personalised nutrition plans for free and the general ones aren't going to be helpful.

After that he will find and visit our website that is free of charge and provides with personalised nutrition plan based on AI. The user will start using our services and see the progress he made and, in the end, will achieve his goal. Of the results he will recommend our service to his friends.
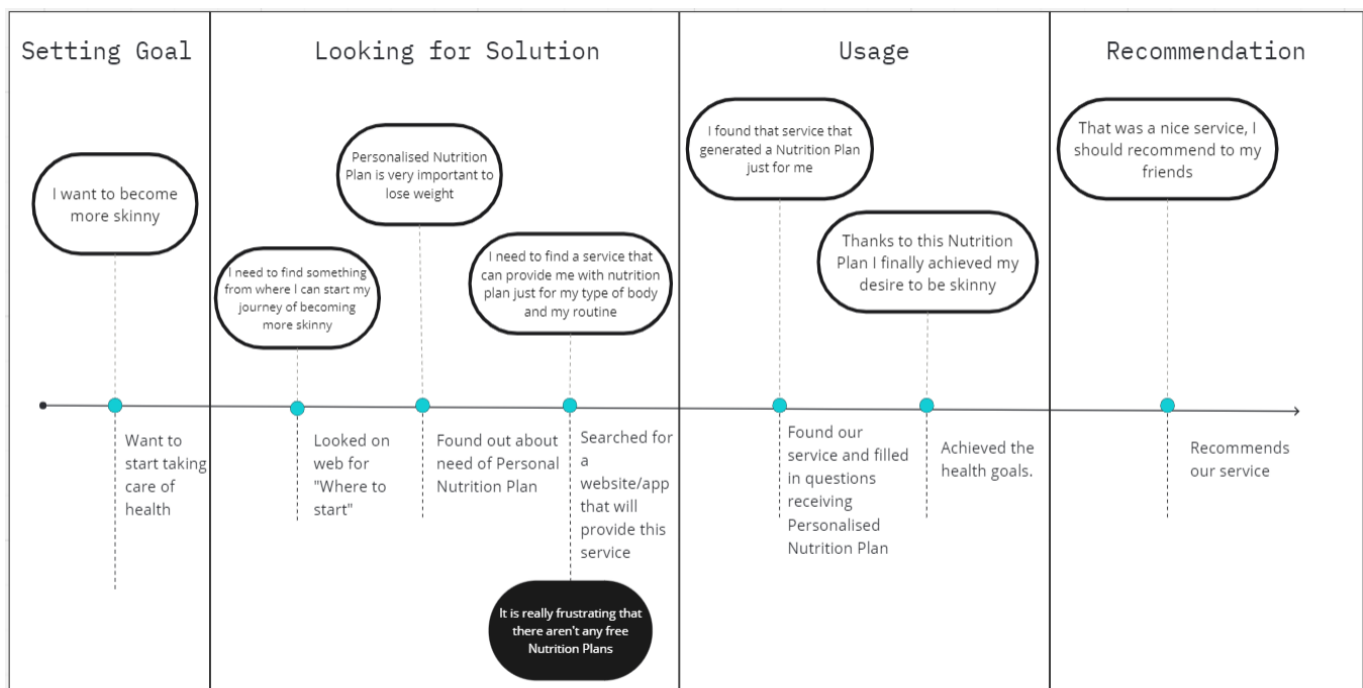
(FIG. 1, CUSTOMER JOURNEY)

Conclusion

Creating Customer Journey is helpful to us because from it we can see how our potential users will encounter the website and we can use it to better understand our end user and to know the way on how to promote our product.

User Scenario

Introduction

The User scenario is necessary to have a clear understanding of the needs of a user and it also helps us to validate our design decisions depending on the way how users may interact with our upcoming product. Based on the surveys, interviews and field research we have done, you can find the end result of the user-scenario within the Appendix.

Context

The six user personas that I have made have their own goals since they all their own characteristics, needs, goals, and behaviours and how they would make use of the nutrition app product. Some scenarios explain on how they will make use of this app regarding their lifestyle, such as building their muscle, to track losing weight and setting goals for muscle gain and health improvement while other scenarios are telling on the user experience part of the product such as device compatibility and chatbot interaction.

Conclusion

The end results of these user-scenarios are beneficial for us, since we now know what we can expect from our target audience goals that will help us build the nutrition app effectively based on the interviews and surveys we have done prior.

Appendix "USR"

To see the full User-scenario result go to "**Appendix USR**"

Empathy Map

Introduction:

We conducted research and gathered data to create a comprehensive empathy map that represents the experiences and perspectives of individuals seeking nutritional guidance and support. This map reflects the real-life scenarios and challenges faced by our users, allowing us to empathize with their journey towards better health and well-being.   (see fig 1, empathy map)

Context:

The context in which our empathy map was developed encompasses several key factors:

Rising Health Awareness: More people are focusing on healthier lifestyles, actively seeking information and tools to improve their nutrition.

Digital Impact: Technology has changed how people find health information. Our website uses AI and easy interfaces to give personalized advice.

Information Challenges: Despite lots of online info, many struggle to find trustworthy advice amid conflicting sources.

Personalized Experience: Users want websites that cater to their unique needs. Our empathy map helps us create an empowering user experience.

User-Focused Design: We design our website to meet users' practical needs and connect with their feelings and motivations.

(FIG. 1, EMPATHY MAP)

Conclusion:

Our empathy map has given us valuable insights into what our users need and want when it comes to nutrition and health. By understanding their perspectives, challenges, and preferences, we are better equipped to design a website that truly meets their needs.

Moving forward, these insights will guide us in creating a nutrition website that not only works well but also resonates emotionally with our users. Our goal is to inspire informed and healthy choices that improve overall well-being.

Competitive Analysis

Introduction

As we embark on the journey of creating our own nutritional app or website, conducting a comparison between established platforms like Unimeal.com, Eatthismuch.com, and Prospre.io proves to be incredibly valuable. Here is how this comparison aids us in the development process(see fig. 1 Competitive analysis):

Context

- **Market Insights**: By analyzing the features and offerings of these existing platforms, we gain invaluable insights into the current landscape of nutrition websites. This research helps us identify market trends, popular features, and potential gaps that our app or website can address effectively.

- **Defining Unique Selling Points**: Examining the strengths and weaknesses of our competitors allows us to pinpoint what sets our app or website apart. Whether it is offering personalized coaching services, innovative meal planning features, or a more user-friendly interface, this comparison helps us define our unique value proposition.

- **Feature Prioritization**: Understanding which features are most valued by users in existing platforms guides our decision-making process when prioritizing features for our own app or website. We can focus on incorporating features that have proven to be successful and in demand.

- **User Experience Design**: By studying the user experiences provided by competitors, we can draw inspiration and insights for our own user experience design. Identifying best practices, user interface elements, and navigation patterns helps us create a seamless and intuitive experience for our users.

- **Avoiding Pitfalls**: Learning from the shortcomings of existing platforms allows us to anticipate potential challenges and pitfalls in our own app or website. We can proactively plan strategies to address these issues, ensuring a smoother user experience and minimizing frustration for our users.

- **Marketing and Positioning**: Insights gained from the comparison inform us about our marketing strategy and positioning in the market. We can tailor our messaging to highlight the unique benefits of our app or website compared to existing alternatives, attracting users who are seeking those specific features or experiences.

Competitors	Unimeal.com	Eatthismuch.com	Prospre.io
Target Audience	Targets individuals looking for personalized meal plans and nutrition coaching. The website offers a seamless user experience with easy navigation and a user-friendly interface.	Caters to users seeking automated meal planning based on their dietary preferences, goals, and constraints. The website provides a comprehensive yet intuitive platform for generating meal plans.	Focuses on delivering personalized meal plans for fitness enthusiasts and athletes. The website emphasizes simplicity and efficiency in user interaction, allowing users to quickly access tailored meal plans.
Meal Planning Features	Offers personalized meal plans crafted by nutrition experts, taking into account individual goals, dietary restrictions, and food preferences. Provides a wide range of recipe options with nutritional information and grocery lists.	Utilizes advanced algorithms to generate customizable meal plans based on user input such as calorie targets, dietary restrictions, and preferred cuisines. Offers flexibility in meal customization and ingredient substitutions.	Delivers tailored meal plans designed to support specific fitness goals, such as muscle gain or weight loss. Incorporates user feedback and progress tracking to adjust meal plans accordingly, ensuring optimal results.
Nutritional Guidance	Provides educational resources and articles on nutrition, health, and wellness topics. Offers personalized coaching services to help users make informed dietary choices and achieve their goals.	Offers nutritional guidance through blog posts, recipes, and tips on healthy eating. Provides users with insights into macronutrient distribution, portion control, and balanced meal planning.	Focuses on educating users about the importance of proper nutrition for fitness and performance. Provides resources on macronutrient ratios, meal timing, and supplementation for optimizing athletic performance.
Integration and Compatibility	Integrates with fitness tracking apps and devices to synchronize user data and provide seamless tracking of nutrition and exercise metrics. Compatible with popular platforms such as MyFitnessPal and Fitbit.	Offers integration with various recipe websites, allowing users to import recipes and ingredients directly into their meal plans. Compatible with fitness trackers and calorie counting apps for streamlined tracking.	Integrates with fitness and activity tracking platforms to incorporate exercise data into personalized meal plans. Offers compatibility with wearable devices and nutrition tracking apps for comprehensive health monitoring.
Community and Support	Fosters a supportive community through forums, social media groups, and online coaching sessions. Provides access to nutrition experts and peer support for encouragement and accountability.	Features a community forum where users can share tips, recipes, and success stories. Offers customer support through email and FAQs for assistance with technical issues and inquiries.	Engages users through community challenges, live webinars, and interactive Q&A sessions with fitness professionals. Provides personalized support and guidance to help users stay motivated and achieve their fitness goals.

This image portrays the competitive analysis we drew up for 3 different companies that deal with nutrition plans

(FIG. 1, COMPETITIVE ANALYSIS)

Conclusion

Overall, conducting a thorough comparison between existing nutrition websites provides us with valuable guidance and insights that inform every aspect of our app or website development process. It is a crucial step in ensuring that our product not only meets but exceeds the expectations of our target audience.

Chapter 4: Group Activities

POV/HMV

Introduction:

In today's busy world, it's tough for middle-aged folks to find time for their health, especially when they're juggling so much. That's why we're diving into creating a Point of View (POV) and How Might We (HMW) framework for a nutrition app or website. Through this document, we aim to explore the rationale behind the creation of such a platform, considering the needs, insights, and aspirations of our target audience.

Context:

The POV/HMV document explores different user personas with unique needs and behaviours, showing how they would use the nutrition app. By understanding these scenarios, we gain insights into user engagement and can better address their needs and improve their experience with the app.

HOW MIGHT WE?

How might we create an application or website for nutrition plans?

How might we collect the data to see what our target audience wants?

How might we let people know about our application /website?

How might we make the application /website available and visible to middle aged people?

How might we make this application /website easy to use?

How might we help them find the best plan for themselves ?

How might we create a criterion for a nutrition plan to match a person?

POV

USER	NEEDS	INSIGHT

Middle aged people	To have a nutrition plan that'll help them reach their health goals	People struggle to find time to prioritize their nutrition and manage their weight effectively. A website that assists individuals in managing their nutrition becomes an invaluable resource, offering a lifeline to better health and well-being

Conclusion:

The Point of View (POV) and How Might We (HMW) framework guides our project. It helps us focus on the problem, come up with ideas, and keep users in mind. By asking "How might we..." questions, we stay focused on finding solutions and check if we're meeting users' needs. In short, the POV/HMW framework ensures we create something valuable that solves users' problems.

Lotus Blossom Framework

Introduction

Lotus Blossom Framework is an important part of project research that we made when we were brainstorming on what should be inside of our product, what kinds of functionalities, services and so on.

Context

We started with defining our main question and goal – Nutrition Plan from which we spread and expanded it by brainstorming on what we can do to make our product the best possible for clients. From the starting point "Nutrition Plan" we defined 8 main outcomes that will make our product as good as possible. Those 8 outcomes are: AI output; Goal tracker; Responsiveness; Security; Accessibility devices; Account management; Personalised questions; User-friendly interface. After those points, we've brainstormed on possible functions that are going to be inside of those outcomes. (see fig. 1, Lotus Blossom Framework)

(FIG. 1, LOTUS BLOSSOM FRAMEWORK)
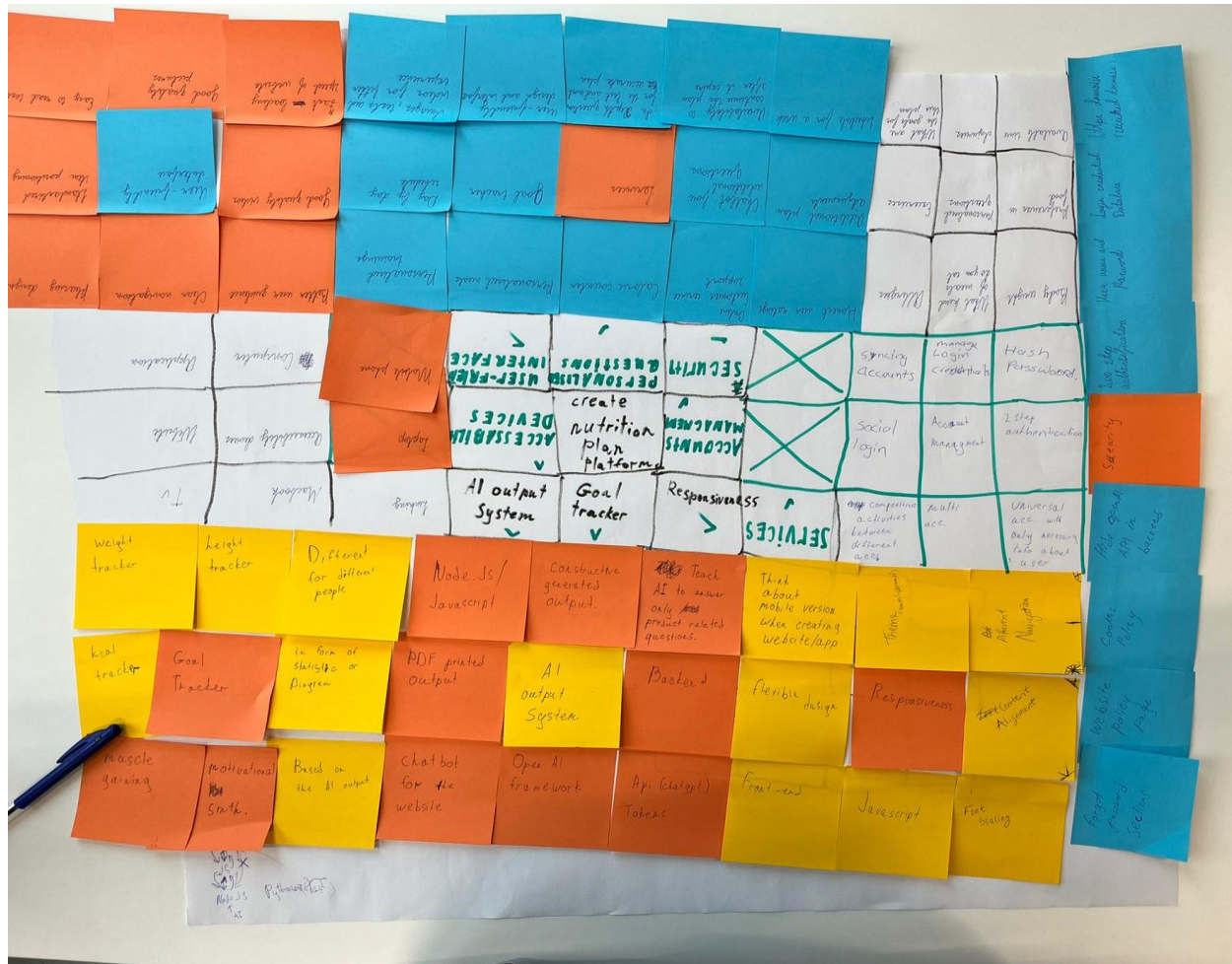
Conclusion

This task helped us to get a clearer insight on what we need to do inside of our Project and what we should, should not or cannot implement on our website.

Chapter 5: Sketching

Low-Fidelity Prototype

(Desktop Version)

Introduction

After the research we made a Desktop Low-Fidelity Prototype version to see how our website will look like and what layout it will have.

Context

The inspiration for design choices we made were taken from other Nutrition Plans services (stated in competitive analysis). Also, to create the prototype we considered our users' interest from survey and interviews. For example, users wanted to have a Chatbot where they would be able to clarify some unclear things in their plan; we made a target counter from user requests and many other things were considered making this prototype.
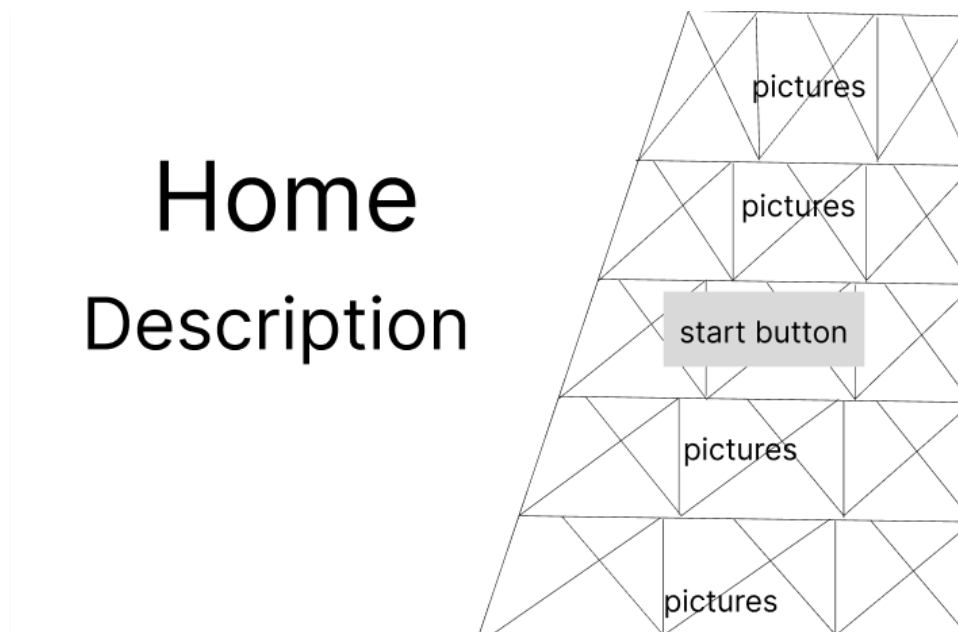
(FIG. 1, DESKTOP PROTOTYPE)

(FIG. 2, DESKTOP PROTOTYPE)

Conclusion

Low-fidelity prototype is essential for the project because it shows our ideas on what we are going to make as our final product.

Appendix "Desktop Prototype"

To see the full prototype go to "**Appendix Prototype**".

(Mobile Version)

Introduction

We created a mobile version of our low-fidelity prototype after our primary research. We created this prototype to have a visual representation of what our final product will look like.

Context
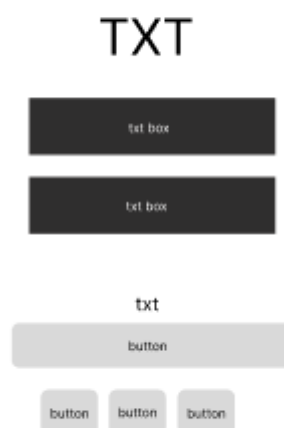
In this prototype we address some of the user needs we got from our research, including but not limited to, an inbuilt calorie counter, weight tracker and many other features

(FIG. 1, MOBILE PROTOTYPE)

(FIG. 2, MOBILE PROTOTYPE)

Conclusion

Through the development of our mobile version low-fidelity prototype, we've taken strides towards visualizing our final product based on our primary research findings. Moving forward, this prototype serves as a tangible foundation as we continue to refine and enhance our product to better meet the needs of our users.

Appendix "Mobile Prototype"

To see the full POV/HMV go to the" **Appendix Prototype**"

Chapter 6: Justification and Future Outlook

Why is our Concept good?

Our concept is not just good, it's exceptional, and here's why. First and foremost, it's grounded in extensive research with real users, ensuring that our platform directly addresses their genuine needs and concerns. This user-centric approach is the cornerstone of our development process, guaranteeing that every feature and functionality serves a purpose in enhancing the user experience.

One of the key aspects setting our concept apart is our innovative use of AI. Unlike any other platform in this field, we're implementing cutting-edge AI algorithms to create

personalized nutrition plans. These plans aren't just generic templates; they're tailored to each individual user's characteristics, goals, and preferences. What's more, our AI draws upon a vast wealth of information available on the internet to inform its decisions, ensuring unparalleled accuracy and relevance.

Moreover, we're committed to accessibility. By designing our platform to be compatible with all devices, from smartphones to PCs, we're ensuring that users can access their nutrition plans anytime, anywhere, and on any device they prefer. Our user-friendly interface ensures a seamless experience across all platforms, making navigation intuitive and interactions enjoyable.

Crucially, our service is free to use. We believe that everyone deserves access to high-quality nutrition guidance without financial barriers. By offering our platform for free, we're democratizing access to personalized nutrition planning, empowering users of all backgrounds to take control of their health and well-being.

But we're not stopping there. We're dedicated to continuous improvement. Feedback from our users, as well as input from experts and educators, will drive the evolution of our platform. With each iteration, we'll refine and enhance our services, ensuring that they remain at the forefront of innovation and effectiveness.

In summary, our concept isn't just good; it's revolutionary. By combining user-centric design, AI innovation, accessibility, affordability, and a commitment to continuous improvement, we're poised to redefine the landscape of personalized nutrition planning.

Future Iterations

In the upcoming stages, we're transitioning to develop a Mid-Fidelity prototype, which will offer a more detailed visualization of our platform. This prototype will integrate feedback from stakeholders and allow us to fine-tune the user experience and functionality. Following this phase, we'll seek further input from clients, experts, and potential users to ensure our design aligns with their expectations.

Once the Mid-Fidelity prototype is refined, we'll proceed to implement our design concepts into a tangible product. This involves translating our vision into functional features and interfaces. Throughout this process, we'll maintain a focus on usability and efficiency, aiming to create a seamless experience for our users.

Conclusions

In conclusion, our concept for a personalized nutrition plan website represents a significant step forward in addressing the shortcomings of existing solutions in the field. By leveraging innovative AI technology, we're poised to deliver tailored nutrition plans that cater to the unique needs and goals of each user. Our user-centric approach, backed by extensive research and feedback, ensures that the platform is intuitive, accessible, and effective for our target audience of middle-aged individuals seeking to improve their health and fitness.

Furthermore, our commitment to continuous improvement underscores our dedication to delivering a superior user experience. Through iterative design and development processes, we'll refine our platform based on feedback from clients, experts, and users, ensuring that it remains at the forefront of innovation and relevance in the ever-evolving landscape of nutrition planning.

Our concept not only addresses the current challenges and shortcomings in the field but also sets a new standard for personalized nutrition guidance. With a focus on personalization, accessibility, affordability, and continuous improvement, we are confident that our platform will empower users to take control of their health and well-being like never before.

Appendixes

Appendix "USR"

Scenario 1: Goal Setting

User Persona: Alex who is a fitness enthusiast

Goal: Alex wants to set goals for both muscle gain and overall health improvement.

Scenario: Alex opens the app, navigates to the goal-setting section, and selects options for muscle gain and maintaining overall health. He inputs his current fitness level and desired outcomes.

Scenario 2: Workout Plan

User Persona: Sarah who is a busy Athlete

Goal: Sarah wants a workout nutrition plan that helps her build muscle and maintain overall health while fitting into her busy schedule.

Scenario: Sarah accesses the workout section of the app, inputs her available time and preferred exercises. The app generates a workout nutrition plan that balances muscle-building exercises with cardiovascular activities.

Scenario 3: Device Compatibility

User Persona: John who has multiple devices.

Goal: John wants to make the app using different devices, including his smartphone and PC.

Scenario: John downloads the app on his smartphone, logs in, and sets up his account. He then installs the app on his PC and Tablet and can use it across various devices.

Scenario 4: Chatbot Interaction

User Persona: Emily who is starting in fitness

Goal: Emily wants personalized nutrition guidance from the app's chatbot to kickstart her fitness journey.

Scenario: Emily opens the app and initiates a conversation with the chatbot. She asks questions about nutrition, workout routines, and managing underlying health issues. The chatbot responds with helpful advice and resources according to Emily's needs.

Scenario 5: Nutrition Plan Access

User Persona: David is a fitness enthusiast with dietary restrictions

Goal: David wants a nutrition plan that includes text and pictures to help him understand and follow dietary recommendations.

Scenario: David accesses the nutrition section of the app, inputs his dietary preferences and restrictions. The app generates a personalized nutrition plan with text descriptions and visual images of recommended meals.

Scenario 6: Weight Tracking

User Persona: Rachel who is trying to lose weight.

Goal: Rachel wants to track the progress she has made regarding her weight and muscle gains.

Scenario: Rachel enters her weight data into the app on a weekly basis. The app displays her weight trends and shows insights into her progress towards her fitness goals

Appendix "Interview"

Interview Questions

Demographic questions

-What is your name?

-Can you tell me your age and where are you from? (Maybe change the question to (can you introduce yourself?)

-Do you know what nutrition plan is?

-Can you describe me what it means to you?

-What are your current eating habits like? Do you follow any specific diet plans or guidelines?

-Do you currently keep track of your food intake and nutritional information?

Question in between: Are there any national food that you incorporate into your diet?

-How physically active would you say you are on a daily basis. Do you go to gym or do exercises?

-How many meals do you typically eat in a day, and at what times?

-What challenges do you face when trying to maintain a healthy diet?

-Do you prefer to cook home or go somewhere to eat?

-What kind of support or guidance would you find most helpful in sticking to a nutrition plan?

Functionality questions

-Do you follow an online nutrition plan?

-Is this plan personalised or general?

- (If general: Would you like to have a personalised one?)

-What features would you expect from a nutrition plan app or website?

- (If uses technology: How do you feel about using technology, such as an app or website, to help manage your nutrition?)

-Would you like to have a simple/general description of your nutrition plan, or big and detailed plan with step-by-step tutorial?

Question in between: Are there any foods or ingredients that you absolutely can't stand?

-Would you like to be able to keep track of calories on website or app?

-Would you like to have a Chatbot on the website and what features would like him to be able to do?

 - Would you like the ability to track your progress towards nutrition goals and receive personalized reports or insights?

- How important are educational resources, such as articles, videos, or tutorials, for understanding nutrition concepts and making informed choices?

Interview Transcripts

First Interview

Danya: Okay, then I'm starting the interview.

Danya: Okay.

Danya: Hello, my name is Danya.

Danya: I would like to ask you some questions regarding a nutrition plan.

Penny: Yeah.

Danya: And to start, what is your name?

Penny: Penny.

Danya: Penny, okay.

Danya: Can you tell me your age and where you are from?

Penny: 40.

Penny: 41?

Penny: Yeah, I'm from China.

Danya: Do you know what a nutrition plan is?

Penny: Not too much because it can feel like it means a lot of things.

Penny: I think it means they help you plan what you should eat in order to have good nutrition like for kids.

Danya: What are your current eating habits like?

Do you follow any specific diet plans or guidelines?

Penny: Not really, no.

Danya: Okay.

Danya: Do you currently keep track of food intake and nutrition information?

Penny: Also not.

Penny: No.

Danya: Alright.

Danya: Is there any national food that you take into your diet?

Penny: National food?

Penny: Chinese food?

Penny: Yeah, I think I cook rice at least three times a week and some other days like most of if I cook Chinese food, if my husband cook then Dutch food or sometimes we get delivery

Penny: Fresh some pasta or other food.

Penny: Yeah.

Danya: Okay.

Danya: How physically active would you say you are on a daily basis?

Penny: If you ask more particularly, like how much time I was walking, maybe do.

Danya: You go to gym or.

Penny: Oh yeah, only once a week, like today I might go.

Danya: Or maybe you do some home exercises.

Penny: Not really.

Penny: Yeah, I think now I'm a bit lazy.

Penny: I take the car and only thing is maybe just some walk but not much.

Danya: Okay.

Danya: How many meals do you typically eat in a day?

Penny: Oh, if you ask me, I think I skip breakfast quite often.

Penny: Yeah.

Penny: I think like, okay, I just drink some coffee, I come to my class.

Danya: And then we have meal two times per day.

Danya: Right?

Penny: Two, I think.

Penny: And sometimes I have, I like to have a night, like snacks in the night.

Penny: I like to eat some snacks.

Penny: Yeah, sometimes.

Penny: Yeah.

Penny: But I think I.

Penny: It's.

Penny: I know it's not good to skip breakfast because there's a lot of times I do that.

Danya: A lot of people skip it.

Penny: Oh, okay.

Penny: Yeah.

Danya: Alright.

Danya: And do you prefer to cook at homer?

Penny: And most of the time cook at home?

Penny: I also like to go out for dinner, but not often.

Penny: Also with kids?

Penny: Not sometimes.

Penny: Because for kids still, I think it's best to cook for them.

Penny: And once in a while we order Domino's or not every week, maybe every two weeks.

Penny: One day you're lazy to cook and you order food because they'll have two boys.

Penny: That's good to ask.

Danya: So, would you like to have a nutrition plan for yourself?

Penny: I would for now.

Penny: Maybe if I want something.

Penny: Maybe it's like cooking inspiration if I can combine it with cooking inspiration and I know my kids are eating well and have enough protein for them.

Penny: And I think only some days come to me, like if I go to the gym after body pump, you're very tired and like, oh, maybe it's good to know today I need to have extra protein or something if I go to the gym for some.

Penny: Sometimes I think it's good to have some ideas that if you have enough protein, for example.

Danya: And would you like to have it on website?

Penny: Website these days could be, I think a word app, I think will be easier if like tracing or get ideas because now like, yes, say I need to cook chicken.

Penny: I just circle this social media, my social media to ask like the recipe, for example.

Penny: Yeah, that apps.

Danya: And if you were to have a nutrition plan, would you like it to be a simple one or maybe more descriptive, describing everything step by step?

Penny: I think it's difficult for me to think what is the nutrition plan?

Penny: If you can explain, like if I go to search or see something, like the details you want to ask is.

Danya: Like nutrition plan as we think about it is meals.

Penny: Meals.

Penny: Yeah.

Danya: Okay.

Penny: Yeah, yeah, yeah.

Danya: So if we are talking about meals, then would you like to have just what in general, what you need to have for exact time or if I.

Penny: Can think about it to make inspirations.

Penny: If like you can just give me some examples in a week, maybe every day.

Penny: For example, one week.

Penny: Now I just check.

Penny: Okay.

Penny: Three times which things the recipe every day, one recipe, get some idea.

Penny: Could also be maybe not follow it exactly, but then.

Second Interview

Danylo: What's your name?

Kiki: Hi, I'm Kiki.

Danylo: Can you tell us a bit about yourself?

Kiki: Hey there! I'm Kiki, in my 38, originally from Eindhoven city in the Netherlands.

Danylo: Do you know what a nutrition plan is?

Kiki: Yeah, I've heard of it.

Danylo: Can you describe what it means to you?

Kiki: It's like a roadmap for eating healthy, making sure you're getting all the good stuff your body needs.

Danylo: What's your eating routine like? Do you follow any diets or rules?

Kiki: I try to keep it balanced with fruits, veggies, lean meats, and whole grains. No strict diets, just keeping it real.

Danylo: Do you keep tabs on what you eat and the nutrition facts?

Kiki: Yeah, kinda, but not obsessively.

Danylo: Do you have any favorite national dishes you like to eat?

Kiki: Oh yeah, love trying out different cuisines from around the world.

Danylo: How active are you daily? Do you hit the gym or do any workouts?

Kiki: I try to move around every day, walking, yoga, sometimes gym if I'm feeling it.

Danylo: How many meals a day do you usually have, and when?

Kiki: Usually three square meals and a couple of snacks in between. Times can vary depending on my schedule.

Danylo: What's tough for you when it comes to eating healthy?

Kiki: Finding the time to cook good meals and not caving to cravings or social pressure sometimes.

Danylo: Do you prefer cooking at home or eating out?

Kiki: I love cooking at home, but a nice meal out is always a treat.

Danylo: What kind of help would you like to stick to a nutrition plan?

Kiki: Tips and support that fit with my lifestyle would be awesome.

Danylo: Do you use any online nutrition plans?

Kiki: Nah, not really.

Danylo: Would you like a personalized one if you could?

Kiki: Yeah, sounds like it could be helpful.

Danylo: What would you want in a nutrition app or website?

Kiki: Recipes, meal plans, progress tracking, and maybe a chat feature for quick questions.

Danylo: How do you feel about using tech for nutrition?

Kiki: I'm cool with it if it's user-friendly and actually helps.

Danylo: Do you want a basic or detailed nutrition plan?

Kiki: Detailed, please! I need all the help I can get.

Danylo: Any foods you absolutely can't stand?

Kiki: Spicy stuff and certain seafood aren't my jam.

Danylo: Would you like to track calories on a website or app?

Kiki: Yeah, could be handy to keep an eye on things.

Danylo: How about having a chatbot on the site?

Kiki: Sure, as long as it's not too annoying. Quick tips and reminders could be cool.

Danylo: Would you like to track your progress and get personalized reports?

Kiki: Yeah, that'd be motivating!

Danylo: How important are easy-to-understand resources for you?

Kiki: Super important! I need stuff that's not too science-y and actually helpful.

Appendix "Survey"

[Survey Link](#)

Appendix "Prototype"

[Prototype Link](#)