Chapter 1

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 his/her characteristics and goals for the plan.

Goals

The goal is to make a website where our clients 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 people who are always online and want to or currently use nutrition plans either with their phones or laptops.

Chapter 2

Context

There are a lot of problems with existing nutrition plans. 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 The design and structure of those websites are quite old and outdated.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 so we can 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.
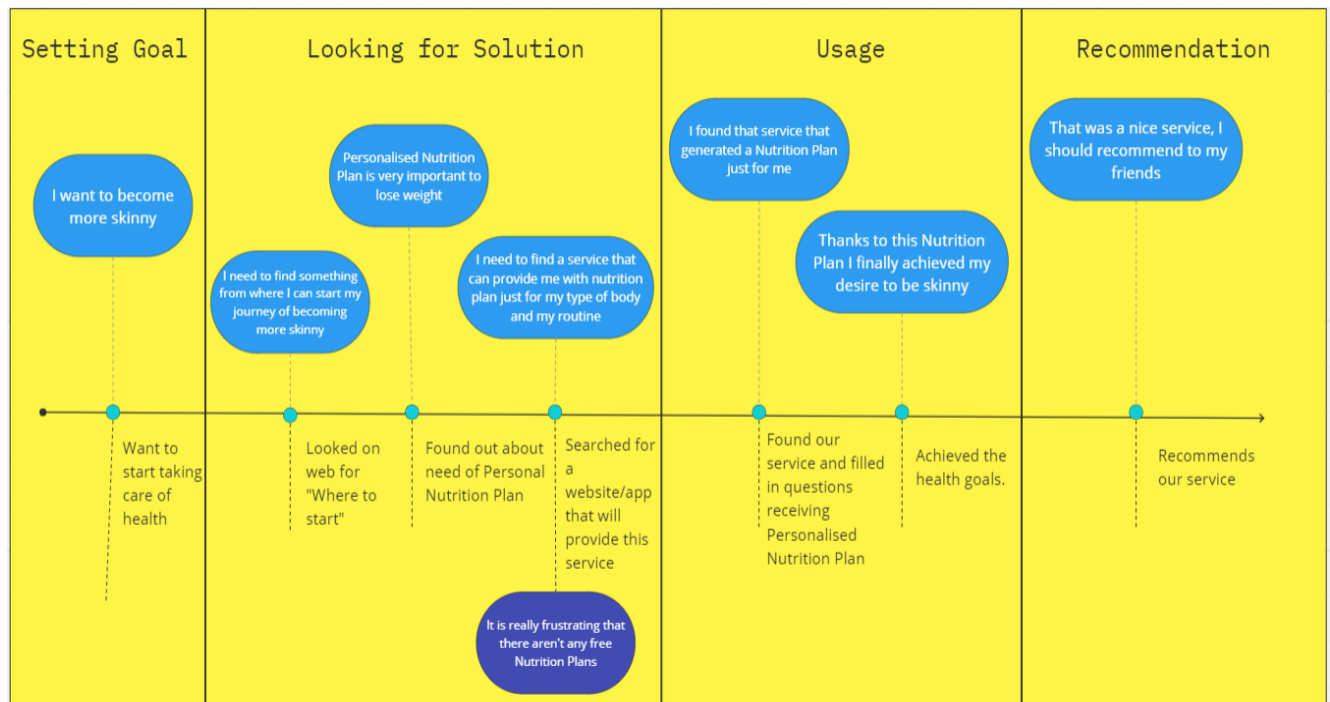**Family :** Together with his girlfriend
Interests: Cooking, exercise, going out with friends
Technology: Uses smartphone for most things and her laptop for work. Always online.

Chapter 3

Customer Journey

Setting Goal	Looking for Solution	Usage	Recommendation
I want to become more skinny	Personalised Nutrition Plan is very important to lose weight	I found that service that generated a Nutrition Plan just for me	That was a nice service, I should recommend to my friends
	I need to find something from where I can start my journey of becoming more skinny		
	I need to find a service that can provide me with nutrition plan just for my type of body and my routine	Thanks to this Nutrition Plan I finally achieved my desire to be skinny	
Want to start taking care of health	Looked on web for "Where to start" — Found out about need of Personal Nutrition Plan — Searched for a website/app that will provide this service	Found our service and filled in questions receiving Personalised Nutrition Plan — Achieved the health goals.	Recommends our service
	It is really frustrating that there aren't any free Nutrition Plans		

User Scenario

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 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 is able to 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.
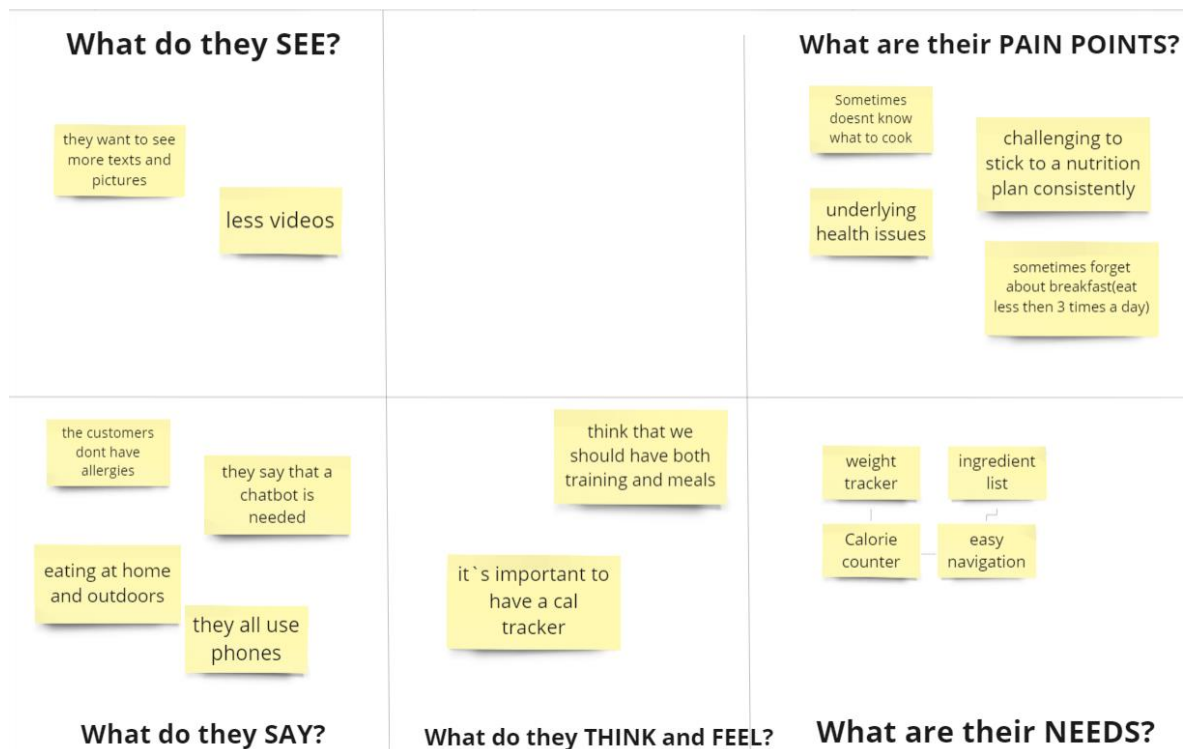
Scenario 7: User-Friendly Interface

User Persona: Michael who is a senior citizen with limited tech skills

Goal: Michael wants to easily navigate the app and access its features while having limited skills in using tech.

Scenario: Michael opens the app and finds navigation menus with clear labels. He is able to navigate the features he needs, such as workout plans, nutrition tips, and weight tracking. The app is also capable of providing helpful tips to guide Michael through the user interface.

Empathy Map

What do they SEE?

they want to see more texts and pictures

less videos

What are their PAIN POINTS?

Sometimes doesnt know what to cook

challenging to stick to a nutrition plan consistently

underlying health issues

sometimes forget about breakfast(eat less then 3 times a day)

What do they SAY?

the customers dont have allergies

they say that a chatbot is needed

eating at home and outdoors

they all use phones

What do they THINK and FEEL?

think that we should have both training and meals

it`s important to have a cal tracker

What are their NEEDS?

weight tracker

ingredient list

Calorie counter

easy navigation

Competitive Analysis

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.

Chapter 4

POV/HMV

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 ?

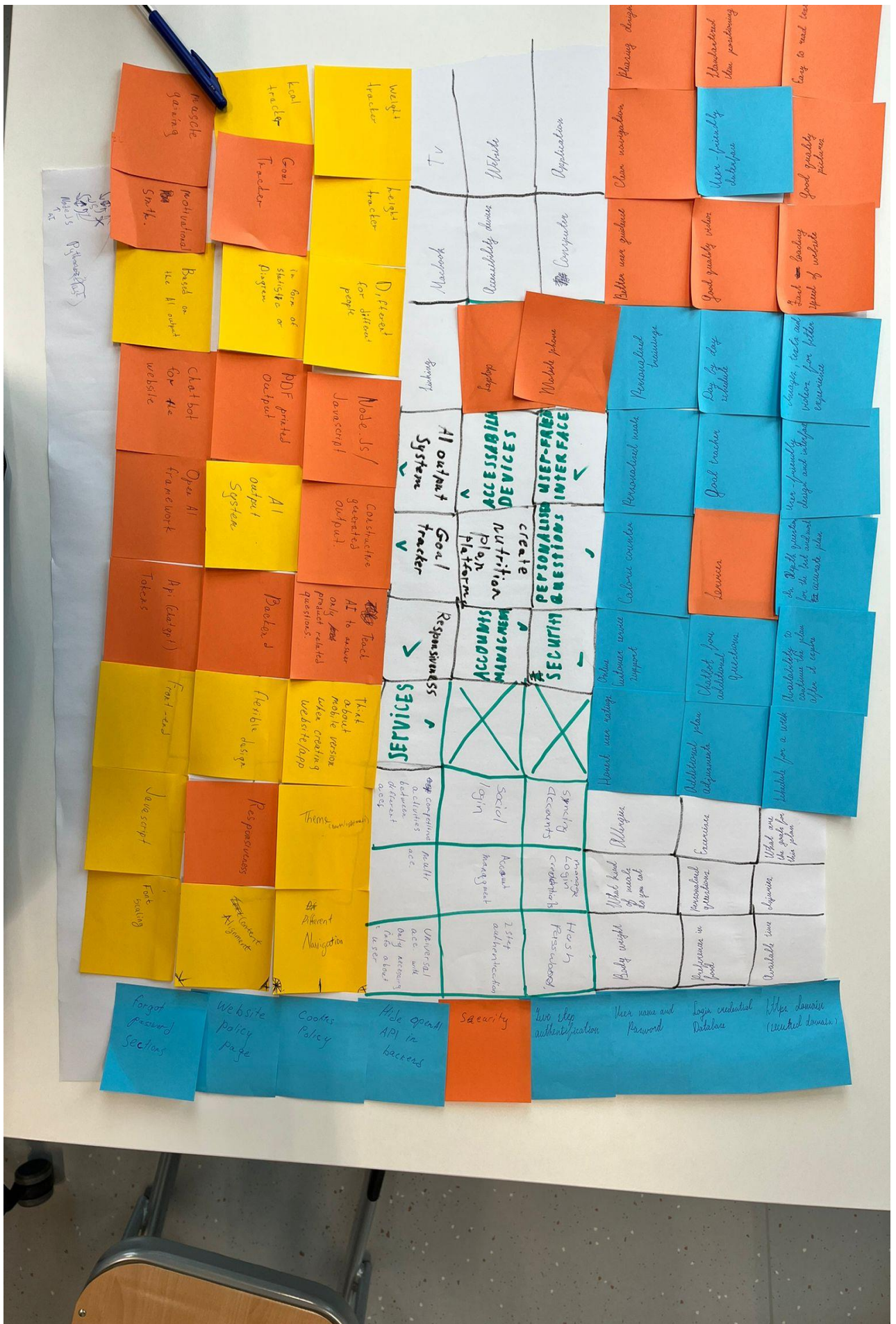How might we help them find the best plan for themselves   ?

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

POV

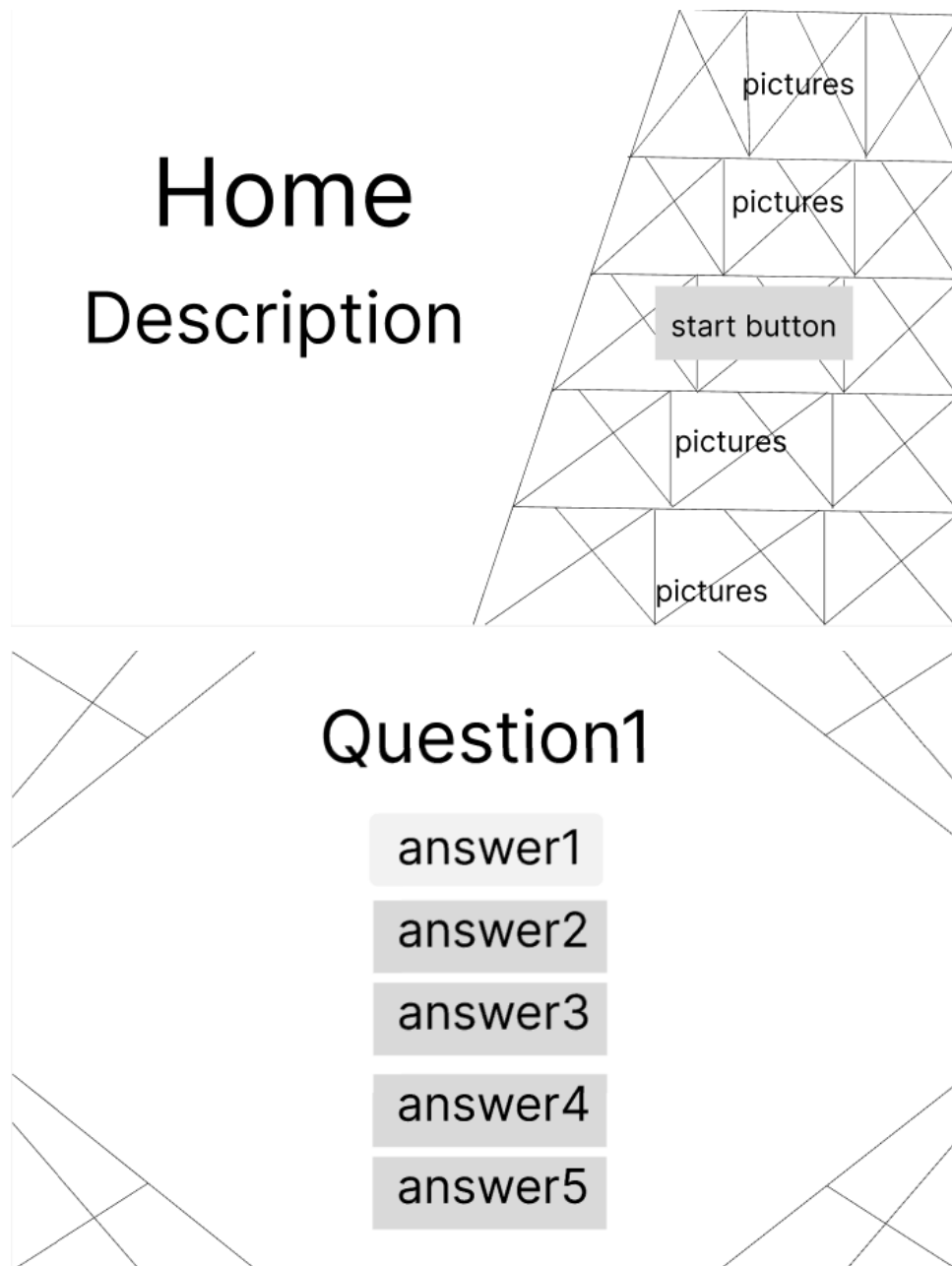| USER	NEEDS	INSIGHT
Middle aged people	To have a nutrition plan that'll help them reach their health goals	People struggle to find time to prioritize their nutrition and manage their weight effectively. A website that assists individuals in managing their nutrition becomes an invaluable resource, offering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

Chapter 5
Blossom Framework

Orange / yellow sticky notes:
- muscle gaining
- Goal Tracker
- motivational 5mtk
- Based on the AI output
- Height tracker
- Weight tracker
- in form of statistic or program
- Different for different people
- Chatbot for the website
- PDF prints Output
- Node Js / Javascript
- AI output System
- Open AI framework
- Constructive generated output
- Tokens
- Api (charge?)
- AI to answer only project related questions when creating website/app
- Frontend
- flexible design
- That about mobile version when creating website/app
- Javascript
- Responsiveness
- Theme (dark/light mode)
- Font scaling
- Alignment
- AI Different Navigation

White grid (hand-drawn):
- Website | Accessibility devices | Application
- Android | Computer
- Laptop | Mobile phone
- AI output System ✓ | Goal tracker ✓
- ACCESSABILITY DEVICES
- create nutrition plan platform
- Responsiveness ✓
- ACCOUNTS MANAGEMENT
- SECURITY
- PERSONALISED QUESTIONS
- USER-FRIENDLY INTERFACE
- SERVICES ✓
- Social login
- Account management
- Accounts
- Competition between multi acc / different acc
- Only Accessible into a live user
- Universal acc with
- Login creation / Accounts
- 2 step authentication
- Host / Password
- Customer service support
- Allergies
- What kind of meal do you eat
- Personal questions
- Exercises
- Body weight
- Preferences in food
- Available time exercise
- What are the goals for the plan

Blue / orange sticky notes:
- Phasing design
- Standardised than positioning
- Easy to read text
- User-friendly interface
- Clear navigation
- Good quality video
- Good quality pictures
- Personalised trainings
- Day by day schedule
- tough, tools and videos for better responses
- Personalised meals
- Goal tracker
- user-friendly design and interface responsive
- Calorie counter
- Services
- the health system for the best workout? Accurate plan
- Customer service support
- Chatbot for additional questions
- Availability to contact the plan after I expire
- Nutritional plan alignments
- Nutritional plan
- Schedule for a week

Bottom blue row:
- forgot password Sections
- Website policy page
- Cookies Policy
- Hide openAI API in backend
- Security
- Two step authentication
- User name and Password
- Login credential Database
- https domain (encrypted domain)

Chapter 6
Low-Fidelity Prototype
(Desktop)

Home

Description

pictures

pictures

start button

pictures

pictures

Question1

answer1

answer2

answer3

answer4

answer5

Plan

Week Plan

Monday

    text on what to do on M
    text on what to do on M
    text on what to do on M
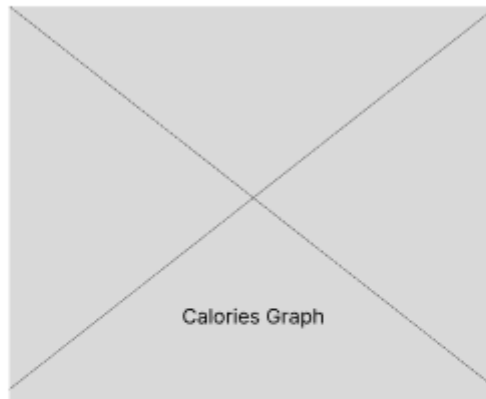   text on what to do on M

ChatBot

Input your text...

Tuesday

    text on what to do on Monday
    text on what to do on Monday
    text on what to do on Monday
    text on what to do on Monday

Calories

Calories Graph

Text describing your calories progress
Text describing your calories progress
Text describing your calories progress
Text describing your calories progress
Text describing your calories progress

Goal

Goal progress chart

Text describing your goal progress
Text describing your goal progress
Text describing your goal progress
Text describing your goal progress
Text describing your goal progress

(Mobile)

TXT

txt box

txt box

txt

button

button button button

Question

IMG	ANSWER
IMG	ANSWER
IMG	ANSWER
IMG	ANSWER

button

IMG

This week

| IMG | TXT |
TXT

| IMG | TXT |
TXT

| IMG | TXT |
TXT

| IMG | TXT |
TXT

button

TXT

| Calories | 200mg |

Chapter 7

Feedback

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

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

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%).

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.

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 8
Why Concept is 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.

Chapter 9
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.

Chapter 10
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.

In essence, 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're confident that our platform will empower users to take control of their health and well-being like never before.