



Fit Nutrition Case Study

Design Thesis 2018

Alison Phan

A photograph of a pair of sneakers, one white and one black, lying on a patch of dry grass and weeds.

The Problem

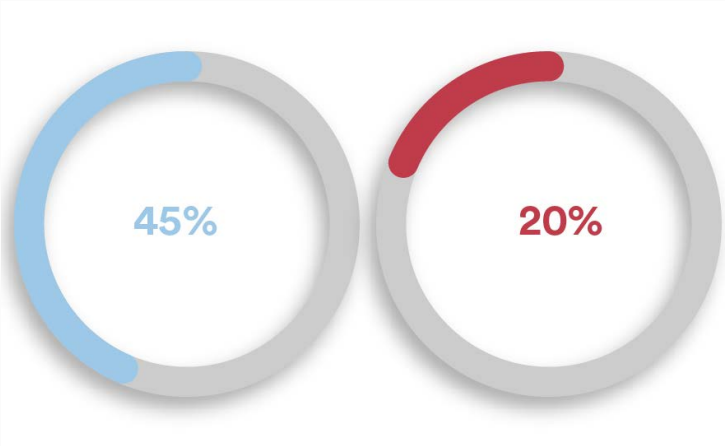
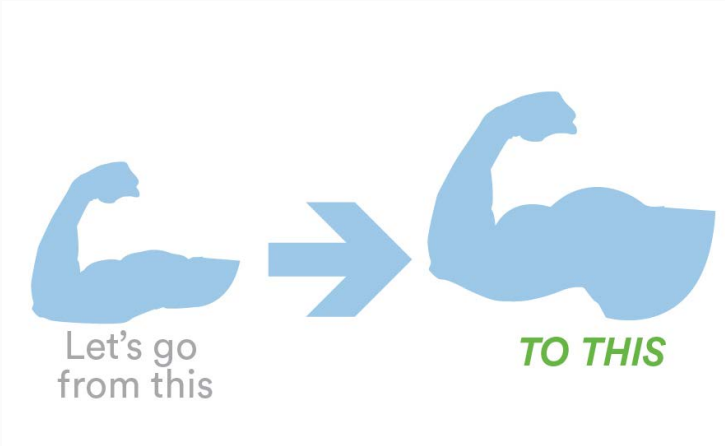
Individuals are focusing too much on the caloric intake, and they are not informed on the correct nutritional information. A study conducted by Gallop America, **1 in 4 women are unhappy their weight. Along with 45% of Americans worry about their weight.**

The second stigma is only focusing on what the scale says. However, the number on the scale is only one measure of weight change. Weight is influenced by several things, including fluid fluctuations and how much food remains in your system.

When people decide to go on a diet, they automatically feel like they are depriving themselves and their bodies of the foods they want. And do you know what that



makes them? Miserable. This is the reason why two out of every five people on a diet quit in the first 7 days! Only 1 out of those 5 end up going strong after a month.



Research Insights & Drivers

Research Insights



The fitness and health industry is a **\$3.3 billion-dollar industry**, showing that there is a strong target audience whom are investing money to feel good and good look. However, the concept of macro nutrition is overly complicated for the target market; whereby they are able to pick an easier, simplifier way to reach their goal, even though it may be the incorrect way.

It's not that Americans have slimmed down; **more than a third of U.S. adults** are still considered obese. It's the fact that more and more people are focused on health first and calories second. In **Canada 1 in 4 adults are obese and 1 in 10 children** are currently live in obesity.

One of the biggest stigmas when people seek out diets is the total number of calories their daily intake should be. Unfortunately, caloric intake is only one fourth of the equation.

Pain Reliever	<input type="checkbox"/>
Starting is not the hardest part of dieting. Sticking is the hardest part of dieitng.	
Competition	<input type="checkbox"/>
Solution	<input type="checkbox"/>

Target Audience



Kate The Innocent

"I have been going to the gym for a year now. And I look no where near my Instagram inspiration."

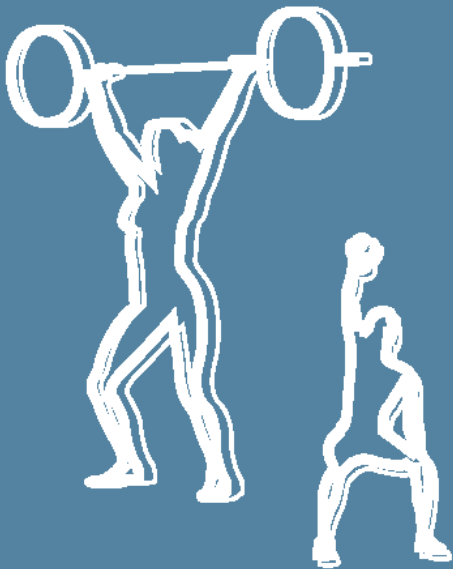
To Kate, Macro Nutrition means another diet. Macro Nutrition should mean the harmony of Fats, Carbohydrates, and Protein.

Kate has been following her favourite Instagram models, with both their diets and workout routines. She hasn't really explored what works best for her own body. She is set in her ways, but is open to new ideas if it can fit into her busy lifestyle.

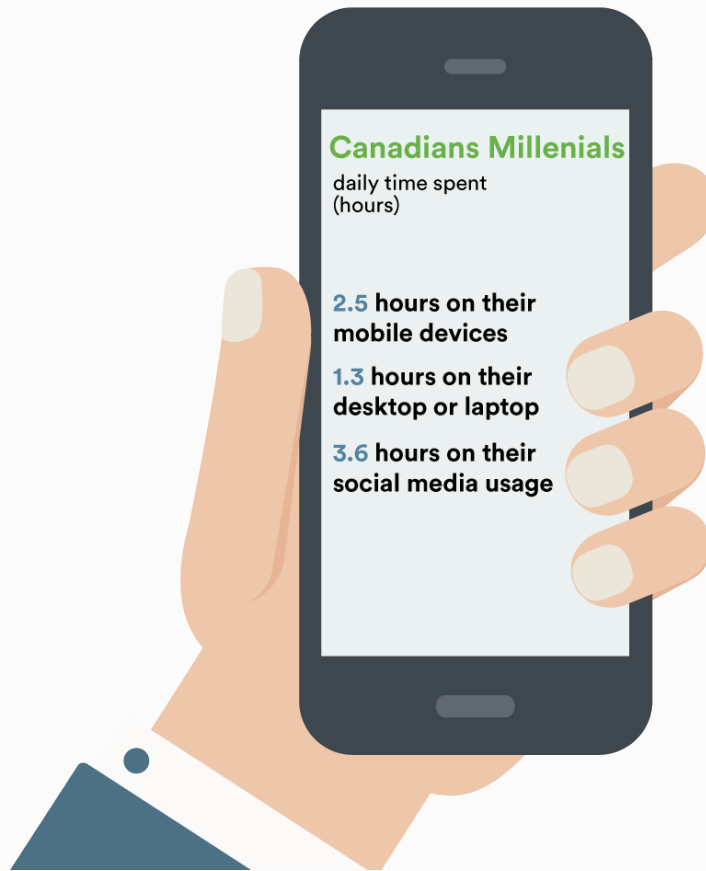
Having an all inclusive app with realiable sources is the perfect fit for Kate.

Target Audience Values

- Health
- Honesty
- Strength
- Support



Why & How



Now that you have been introduced to the Fit Nutrition app, let's talk about how their needs influenced the media and design deliverable choices for this project. The main deliverables being a mobile application, editorial, and the secondary being a website.

Now for the *How* taking all of this information into account, Fit Nutrition was developed as a daily food tracker.

Fit Nutrition is a daily food tracker that uses the users camera to *capture* their meals. Instead of the current way of manually inputting every little food item the user ingested throughout the day.

The way Fit Nutrition works is using advance AI while *capturing* the meal. The AI then gives helpful insights on what was eaten, providing the macro nutrition along with food articles related to the users food habits.



Lessons Learned

Take the view through the path of least interested. Knowing your audience really helps keep the design direction and choices on the correct path. Constantly asking my peers, for their point of view, seeing the perspective of the end-users. I tried to articulate the clearest path for the deliverables.

URL: <https://projects.invisionapp.com/share/KSGTVHS3BGX>

THANK YOU

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