

## Calorie Tracker Research

1. Problem Statement
2. Questions
3. Why Fitness application fails ?
4. Success factors for Fitness application
5. Four core Functionalities
6. UX Design

### 1. Problem Statement:

- There is a need of an effective motivational health and fitness app. There are thousands of health and fitness applications on App Store and Google Play. The two main challenges are:
  1. Know the user
  2. Provide healthy eating options to the user and be a part of the fitness journey
- Motivation is necessary and can be achieved by exploring following user interaction, social factors, public health, psychology of user, positive feedback, Fitness Personality test and behavioral science

### 2. Questions:

- How will user get motivated to eat healthy / workout ?
- How is our application different than others with respect to UI, motivation, behavior tracking and customization?
- Why will user come back to our app everyday?
- How will we attract users who follow a monotonous routine of eating habits / diet/ who eat at the same brands everyday example Chipotle/who uses Tapingo food ordering app in college campus ?

### 3. Why Fitness application fails ?

- lack of customization
- common trends signup, select a program and few more recommendations.
- Lack aesthetic and pleasing factor
- gap between developer and user related to health and fitness.
- Lack of user interaction and motivation
- Developer are coders, there is a need of social and behavioral experts to bridge the gap between Users and Developers.

### 4. Success factors for Fitness application

- motivation
- social networking usage
- behavior tracking
- Usage of app with workout buddy, personal trainer, friends, family etc
- Goal setting theory of motivation SMART approach
- Feedback after the activity is performed (Example: Nike+ motivates with recorded words of athletes Usain Bolt for runners)
- Achieving a goal should reward our user

### 5. Four core Functionalities

1. Nutrition
2. Personal Trainer, Doctor
3. User
4. Motivation

#### 5.1 Nutrition

- (Merchant, Restaurants, Small chains, our Nutrition database)
- A Nutrition database which provides food and restaurant suggestion based on the type of user.

- After we actually know the user, suggestions and recommendations to eat healthy and try new places based on GPS location of the user instead of manually entering the data in app.
- Example: User eats at Chipotle regularly. Attract user for alternatives small/non-chain restaurants.

## 5.2 Personal Trainer, Doctor

- Fitness Online Coaching
- Connect with your Personal Trainer
- Personal Trainer/ Doctor Portal
- data analysis for doctor
- track progress of client
- real time communication or feedback with doctor and trainers.
- create fitness classes, workout groups

## 5.3 User

- Type of Users  
Depending upon the User the UI, Food suggestion, fitness program will change
1. Type of User (Vegan, Vegetarian, Non-Vegetarian)
  2. Highly active user should be suggested with for example bulking or cutting program. Calculating Macros (Protein, Fats, Carbs)
  3. A lady who is into yoga and cardio should be able to maintain/lose weight.
  4. Teenage girls looking to tone up.
  5. Fitness addicts who will log Macros (Protein, Fats, Carbs) daily they are self-motivated.
  6. Goal-driven (User who is looking to get in shape by Summer/Wedding/any motivating event)

## 5.4 Motivation

- “If it was easy everyone would do it”
- The most important part is to Know the user,
- The ultimate goal is to get fit. This fitness journey should along with motivating friends, gym buddies or as a fit couple.
- Along with single user login, provide a plan for family, gym buddies, couples, friends who want to workout and eat healthy together.
- This will keep the user motivated and start a healthy competition among the user.

## 6. UX Design

1. Computer Science
2. Psychology
3. Art
4. Artificial Intelligence

### 6.1 Computer Science

- Goal-driven design(set achievable goals)

Currently existing logging systems

- MyFitnessPal:

What is your goal?

Answer:Lose/Gain/Maintain

How active are you?

Answer:Low/Medium/High

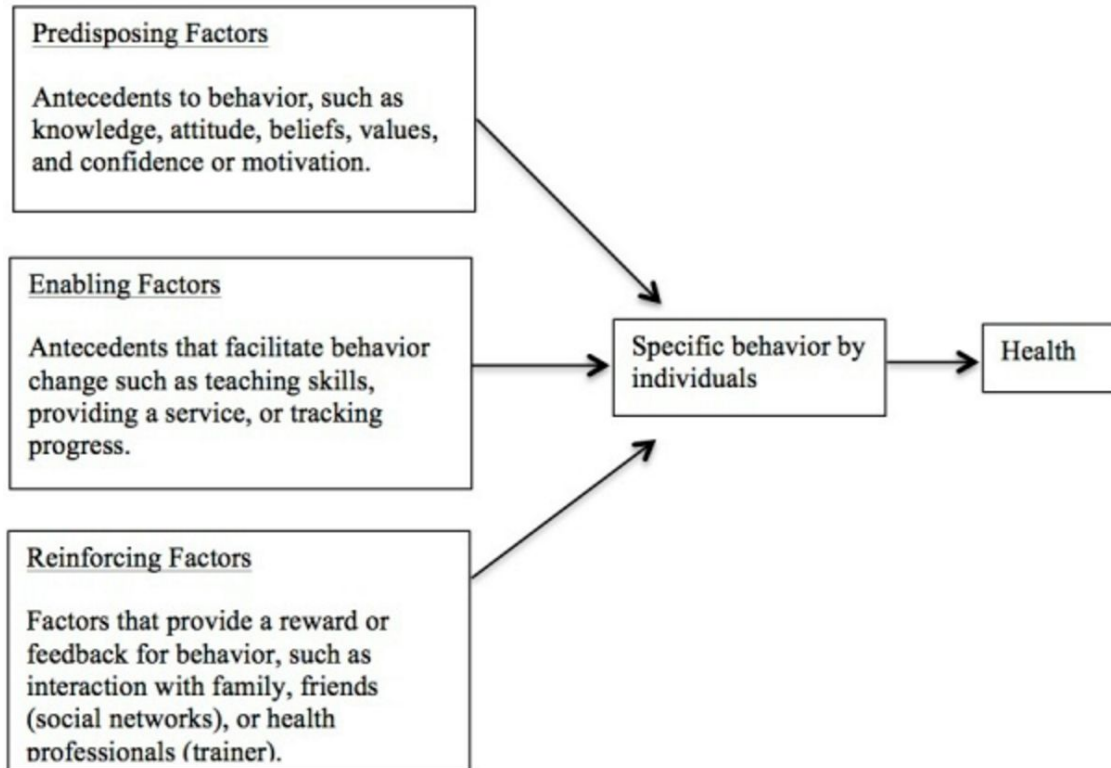
- User needs to take a fitness personality test along with basic data such as name,age,BMI.The better we know the know we can provide better recommendation and suggestions.

### 6.2 Psychology:

- Change UI based on user
- How many times will the user open the app per day?
- (example:the time when user is highly motivated that is right after the workout,morning,before bed,to search nutritional data)

#### 6.2.1 Ethnographic Observations:

- (example: Surveys, Questionnaires)
- Fitness Personality Test to get better understanding of the user,
- PPM( Precede - Proceed - Model )



### 6.3 Art:

- UI of Fitbit is aesthetically pleasing than UI of MyFitnessPal
- MyFitnessPal-UI provides user to enter water intake, enter the weight icon everyday, app is not focused on user, type of user, demographics of user. (discussed in detail with my professor)

### 6.4 Artificial Intelligence:

- Suggest food, program, diet plan based on the type of the user.

- Example: If User goes to gym everyday at 6pm and skips to workout on a wednesday. App should send a notification to alert user the next day at 5:30 reminding that workout is at 6pm and he/she did not workout yesterday.