

EatJoy

Mobile App for emotional eating



Research



Survey



Interview



**Literature
Review**

1. Is it really bad?
2. Is it always bad?
3. When does it happen?
4. What population is facing it?
5. What is the approach to deal with it?

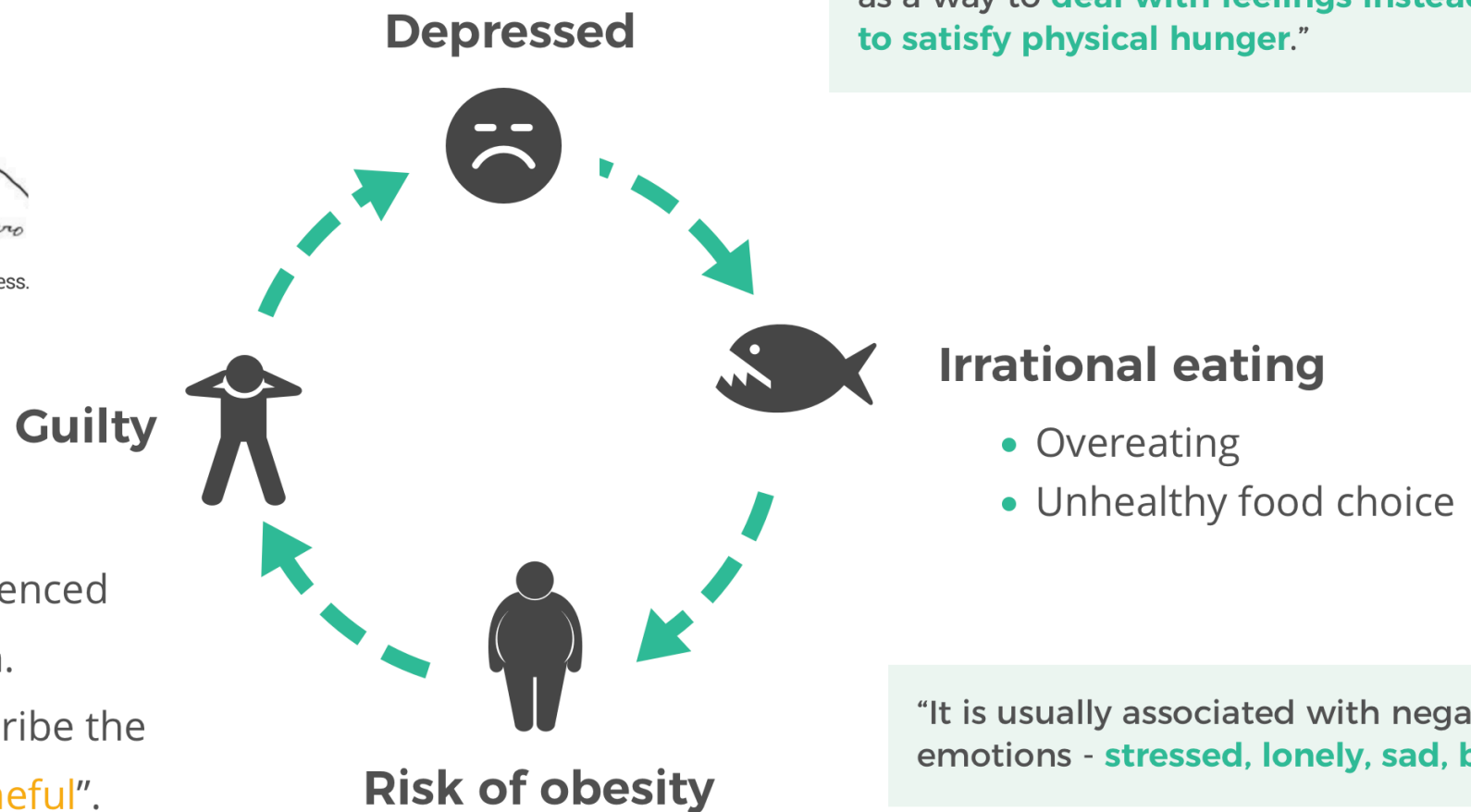
The problem

Food fails to cheer up...



I am not eating. I am assuaging emotional stress.

“Emotional eating is when people use food as a way to **deal with feelings instead of to satisfy physical hunger.**”

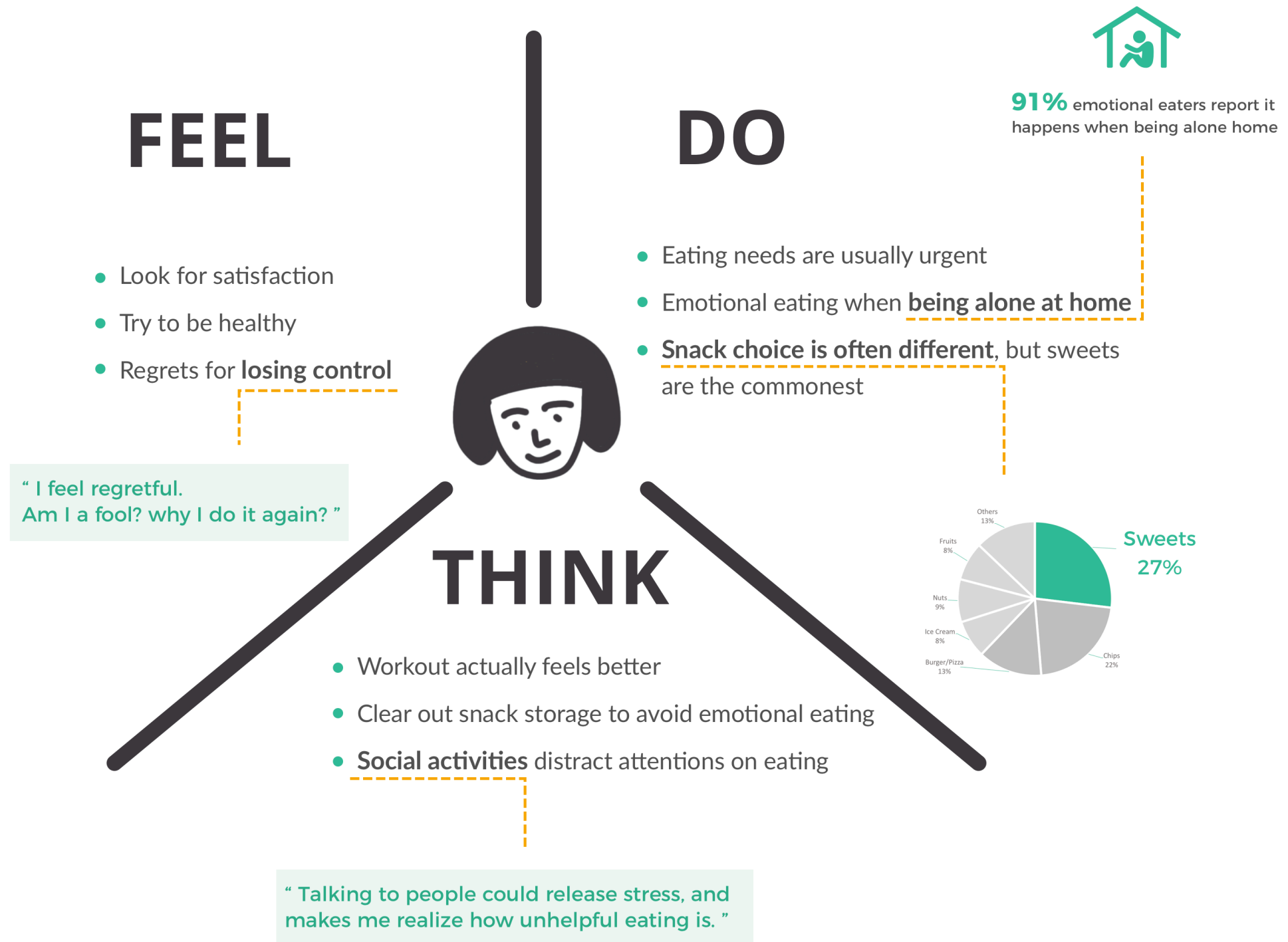


“It is usually associated with negative emotions - **stressed, lonely, sad, bored.**”

56% UM survey takers experienced emotional eating in past month.

Half of emotional eaters describe the experience as “**regret and shameful**”.

Persona



Design Goals



1. Let people enjoy eating



2. Assist rational snack decision making

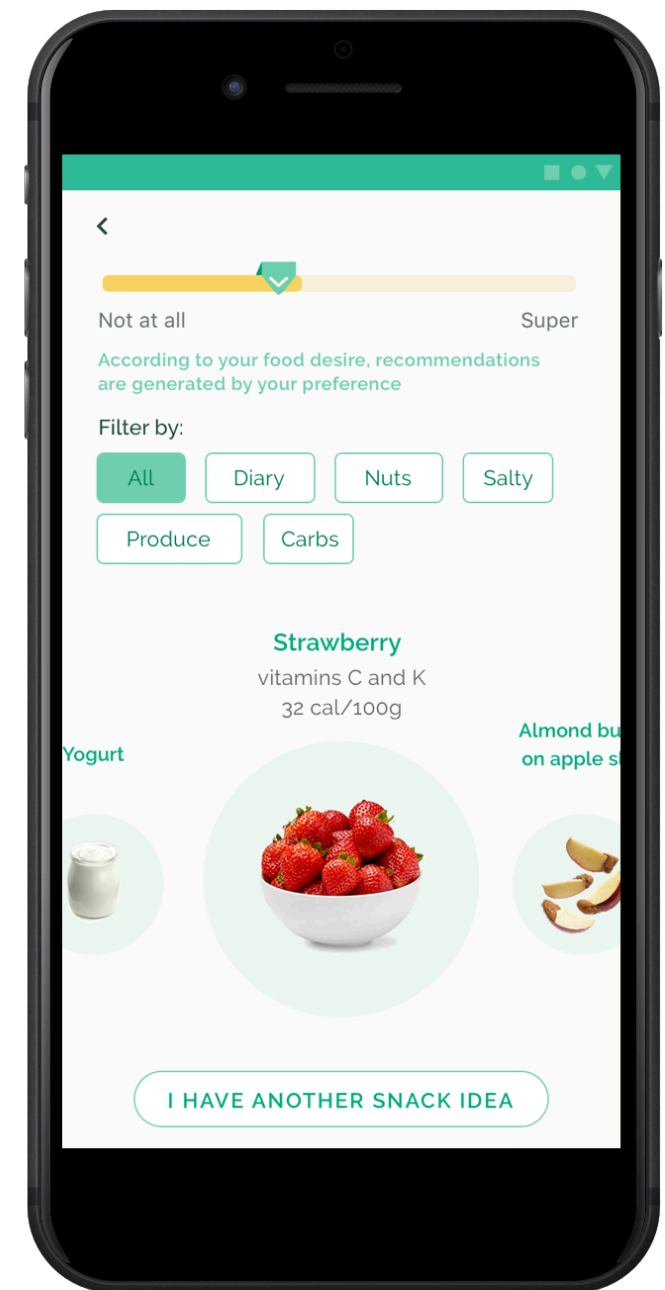
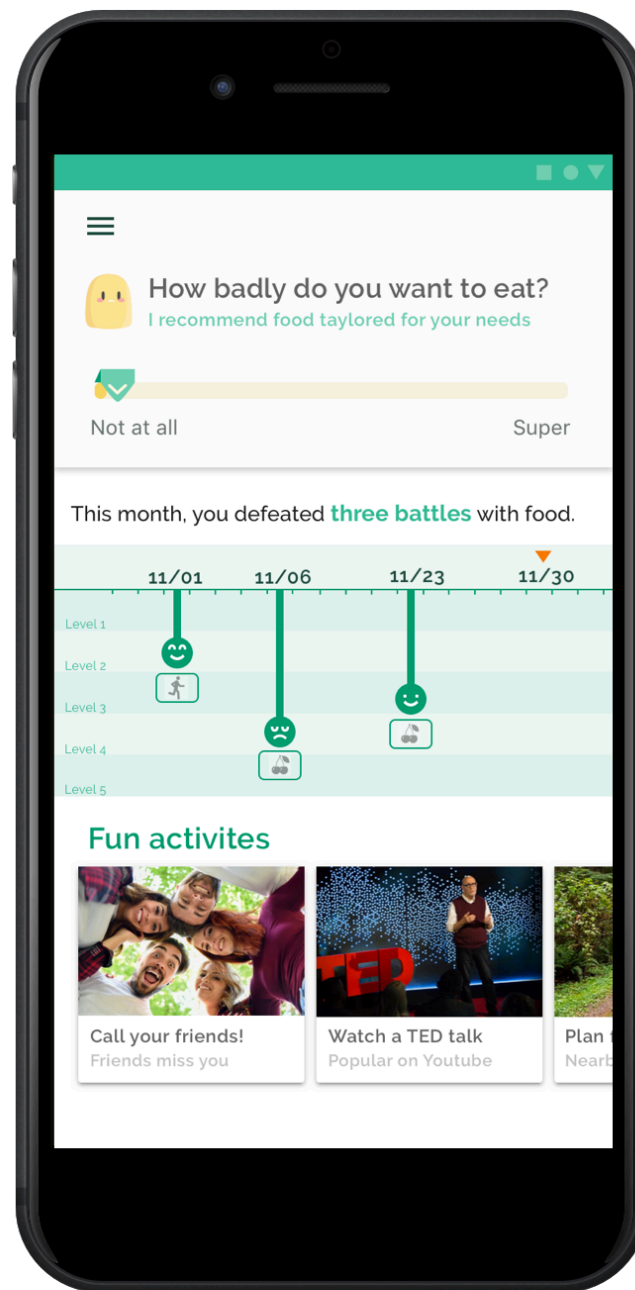
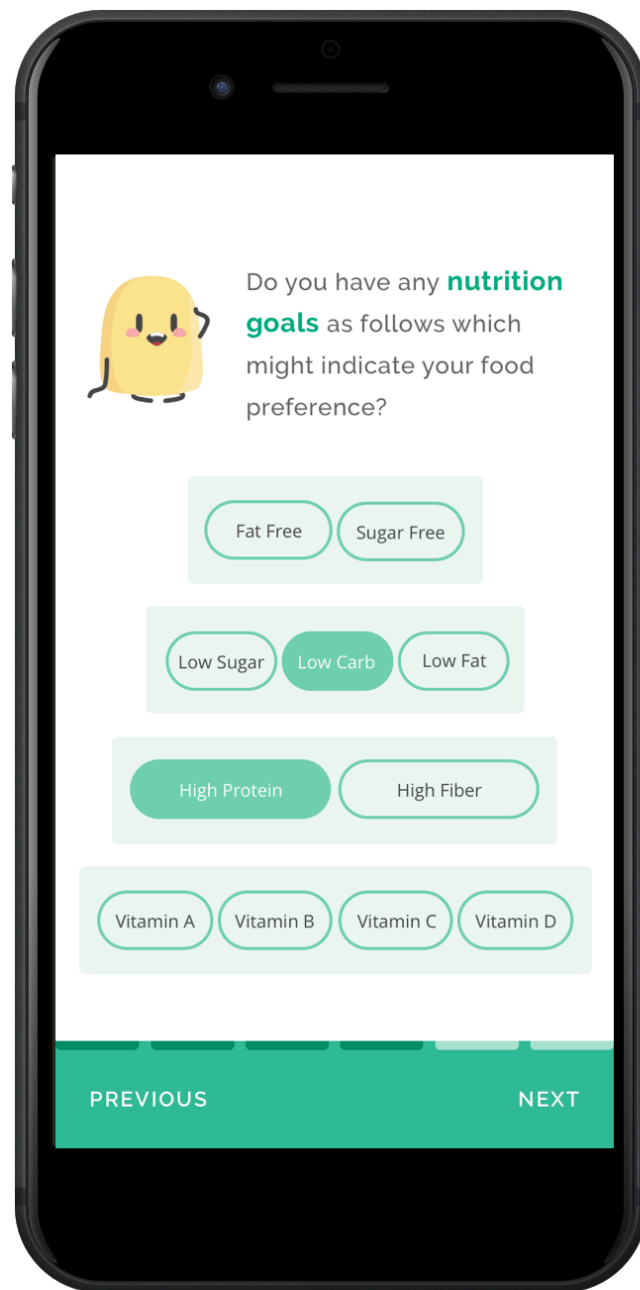


3. Raise conscious during eating

Design Constraints

- 1.** Intervention needs to be personalized for different food preferences.
- 2.** Physical availability of good food has to be considered.
- 3.** Food craving is impulsive and urgent, allows a short period of time for intervention.

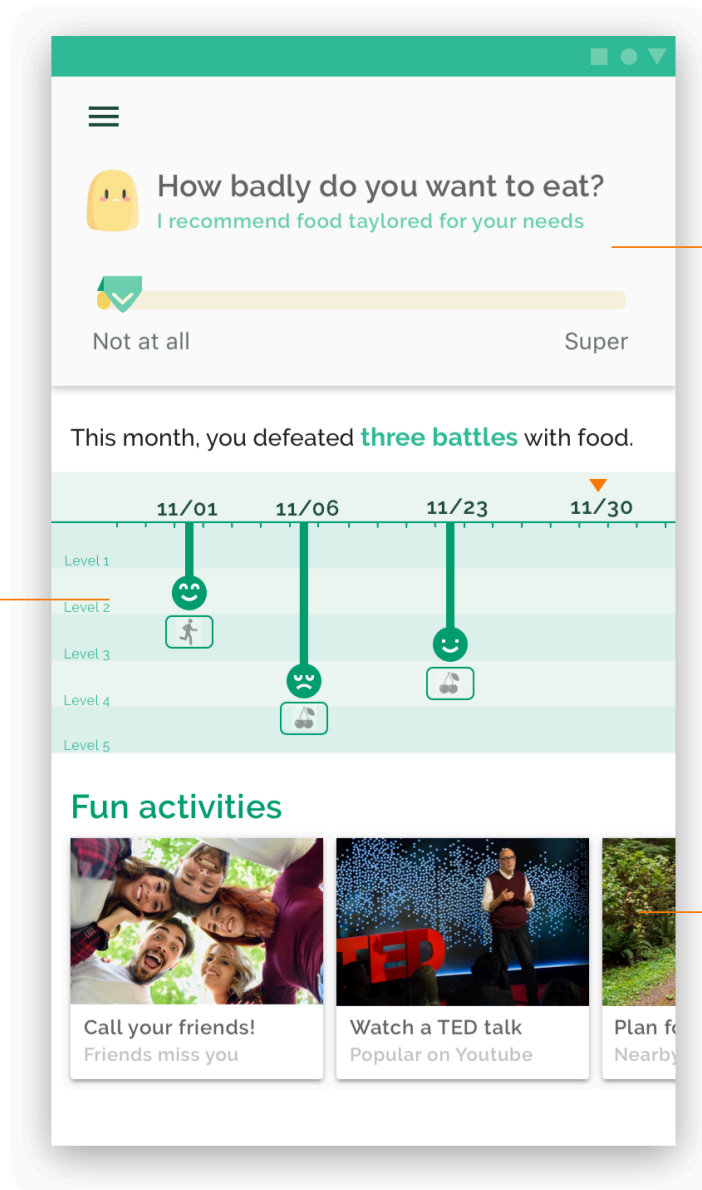
Design



Apply Behavior Changing Techniques

Self-monitor

- Mood timeline
- Countermeasure
- Reflection



Harm Reduction

Consider comforting needs

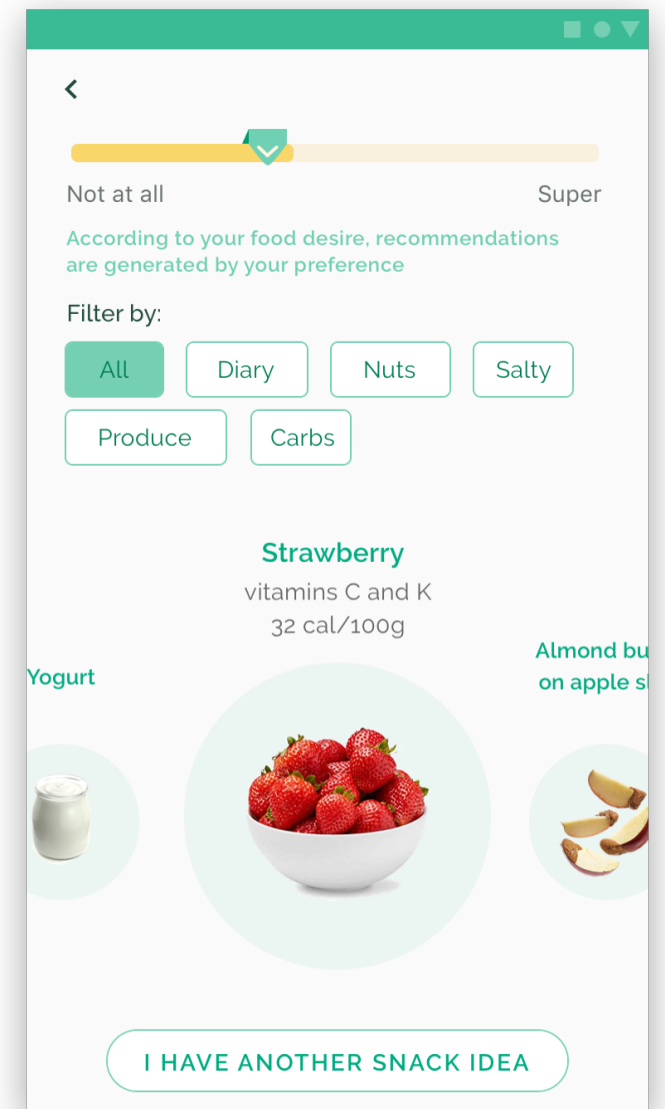
Content Variability

Novel snack suggestions

The stronger the desire is, the closer the recommendations are to user preference


Stress-relief activities

- Social memories
- Social activity plan
- Lifestyle



Accommodate food preference & availability

Set preference



Do you have any **nutrition goals** as follows which might indicate your food preference?

Fat Free

Sugar Free

Low Sugar

Low Carb

Low Fat

High Protein

High Fiber

Vitamin A

Vitamin B


Vitamin C

Vitamin D

PREVIOUS

NEXT

Record what to eat



What do you plan to eat?
Knowing the food that makes you happy,
I could give better suggestion in the future.

Maybe you also like

Orange

Sprite Zero

Banana Toast

Fro-yo

Banana

Mixed fruits

Granola Bar

Popcorn

Mango

Really want to eat?

Mac & Cheese

500 cal 200g (1 cup)

Fat 17g, 40% daily - High

Carb 40g, 12% daily - Medium

Protein 4g - Low

equals to:

62min swim

59min run

8 apples

Only 10% nutrition value matches your goals:

"Low Carb" "High Protein"

EAT ANYWAY

Substitutes

Craving for Mac&Cheese can be satisfied with substitutes contain fat acid.

Cottage Cheese

Similar Taste

110 cal /1 cup
1/3 less calories
1/4 less fat

Pistachio

Liked Food

80 cal / 10 pcs
1/4 calories
1/10 fat

Almonds

Satisfy craving

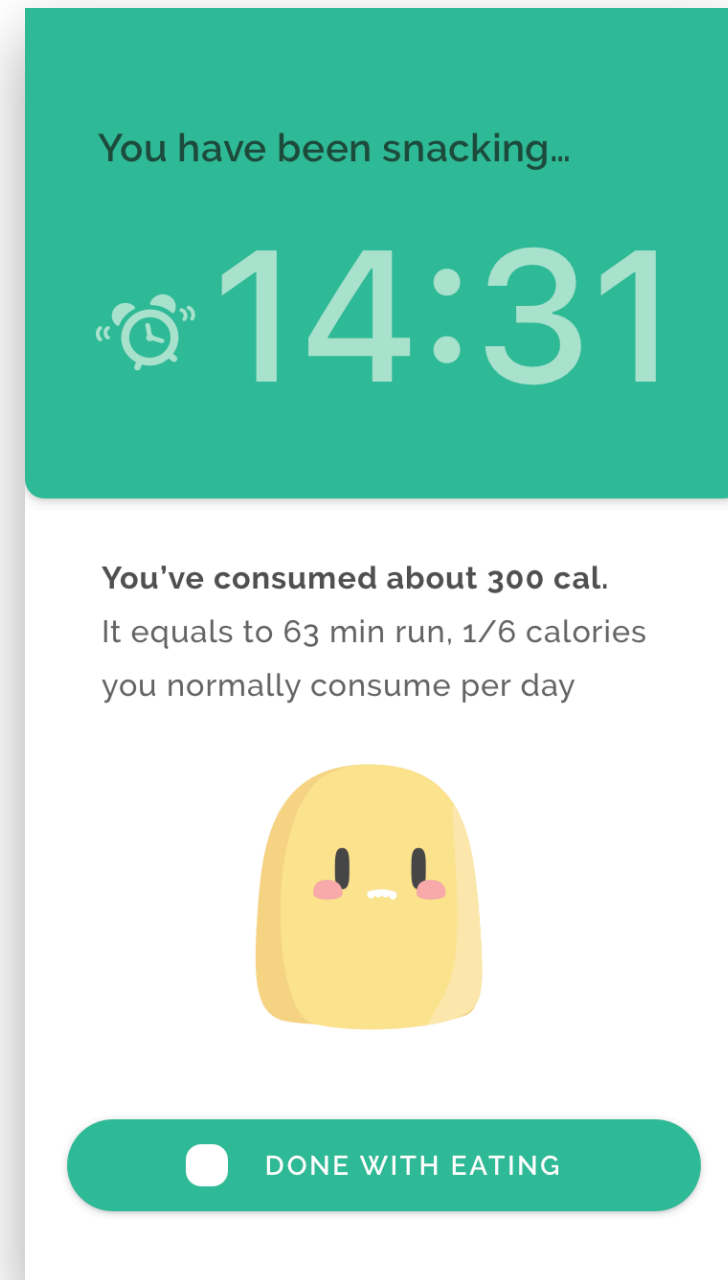
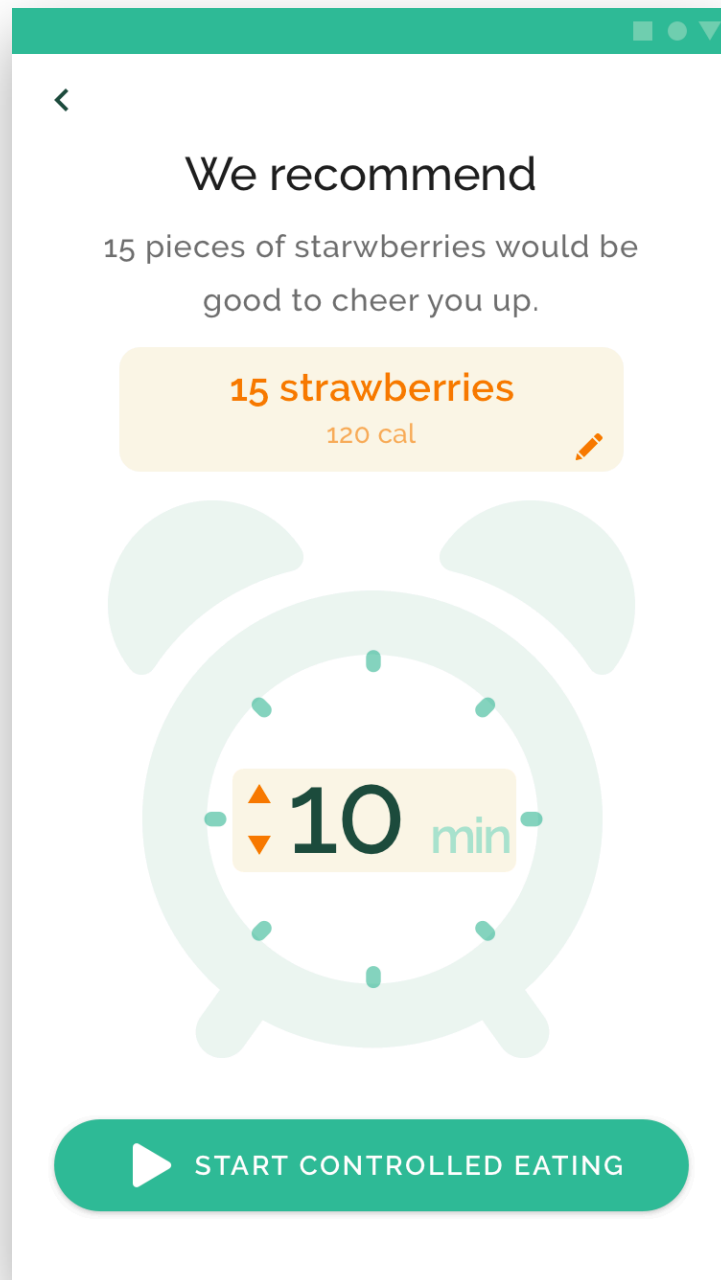
110 cal /1 cup
1/3 less calories
1/3 more protein

Swim

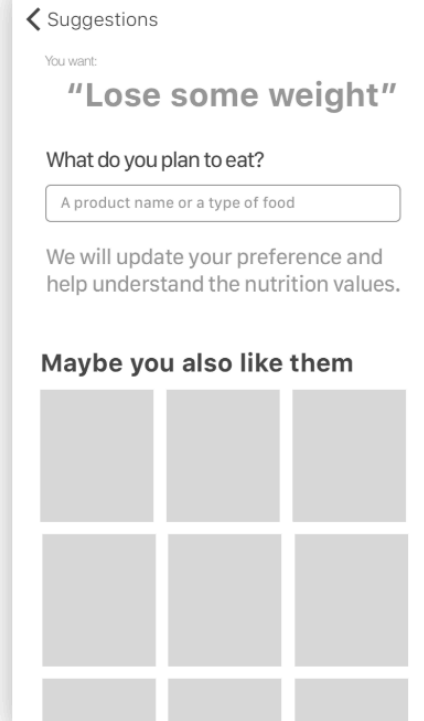
Release stress

Burn 300 cal/ 50 min
Good for metabolic

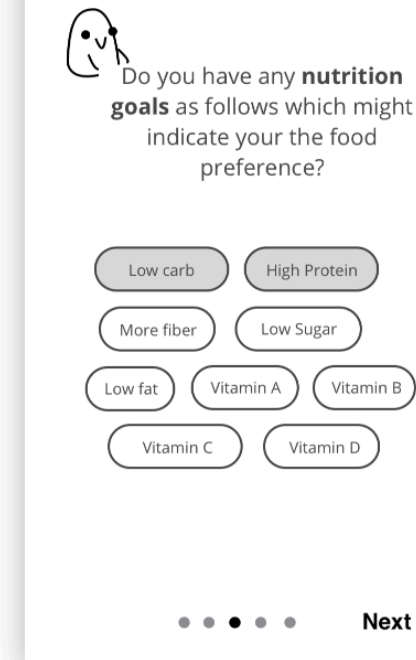
Ok...



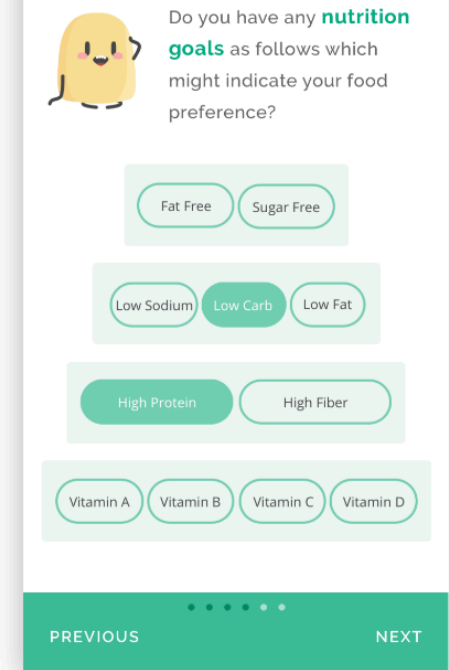
Iteration



- 💡 Ask user to input their goal then recommend food based on the goal.
- ❌ The input goals vary in scopes.
- ❌ Hard to link to recommendations.

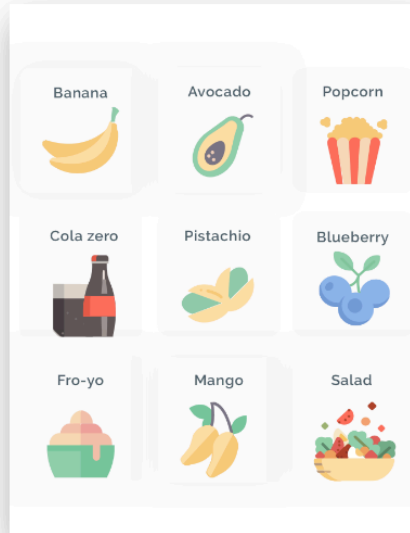


- 💡 Users having a health goal know relevant nutrition.
- 💡 Mascot is introduced to lead through on-boarding process.
- ❌ The information on tags has no obvious structure, seems disordered.



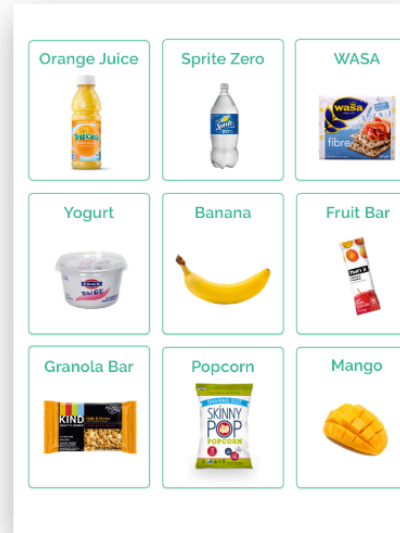
- 💡 Select most relevant tags to emotional eaters.
- 💡 Draw mental model from food pyramid.

Vector illustration



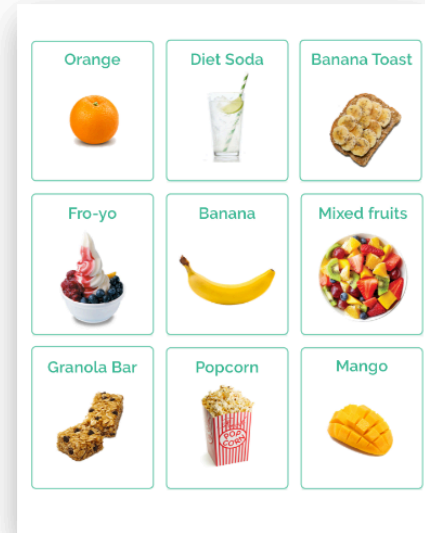
- 💡 Consistent visual style regardless of image choice.
- ❌ Weak linkage to the real food. Hardly trigger food desire.

Real picture with **specific brand**



- 💡 Direct product information.
- 💡 Prime the healthiest choice of the type.
- ❌ The specific snack may be uneasy to access.

Real picture for a **type of snack**



- 💡 Sufficient information to involve healthy choice for consideration.
- 💡 Higher level recommendation leaves space for personal preference.

Design

