Project Proposal
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What The Food? (Education Oriented Software on Food)
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<u>Overview</u>
- What The Food? Is an educational software that allows users to scan an item and obtain any information related to the item. Whether it be understanding the nutrition label in a condensed manner or breaking down the ingredients and understanding the benefits or downsides. What The Food? Allows users to quickly analyze and understand the product they scan without the hassle of looking at nutrition labels. Our product will help educate the population on the products they consume.

<u>Goals (Pain point resolved)</u>
- Make food education simpler.
- Give consumers an easier way to understand what is in their food.
  - Condenses complicated Nutrition labels as well as ingredients to a simple manner.
  - Categorizes products for users to have an understanding of what they are consuming.
- Display the pros and cons of various foods and chemicals within said foods.
- Provide users with the latest news surrounding food all in one place.
- Give the user a simple way to calculate their needed calorie intake.

<u>Specifications/Value</u>
- ## **Guest Login**
  - Users can choose to not make an account and use the app with limited functionality
    - Users are given the ability to scan items and use features mentioned below **Scan Food:**
    - Users do not have the ability to leave a review.
    - Users do not have access to the history function.
    - Any data obtained or contributed by the user is not stored in a database.

<u>Reviews</u>
- Allows users to rate from one to five stars and allows users to write reviews on scanned products.
- Total rating is displayed as an average score from multiple websites. Total rating can be inspected to show individual ratings from different websites.
  - Credit websites for reviews include but not limited to
    - https://www.consumerreports.org/food/food-and-drink-food-safety-guide/
    - https://www.thespruceeats.com/food-reviews-4690365/

<u>Scan Food:</u>

- Scan the ingredients of the product by scanning the barcode of said item.
  - If an item does not have a barcode, users will also be given a manual input option.
    - Users will type in the name of the product by text and the app will search the Internet for products that match the name of the information inputted. There will be pictures alongside each suggestion made so that users can have an easier time finding their product.
- Categorizes food according to FDA standards mentioned here:
  - https://www.fda.gov/product-categories-and-products
  - Informs the user if the scanned item is vegan, vegetarian, gluten free, and/or keto friendly.
- Defines long chemical ingredients under nutrition labels and condenses information into user-friendly text.
  - Vitamins that are listed can be displayed by its health benefits as well as its faults.
    - https://www.fda.gov/food
  - Lists similar food products that contain the same chemical ingredients.
    - Over time a database will be developed based on products that are scanned into the app.
- Recommends articles and websites related to product.

Food Comparison:
- Compares food to other options:
  - After looking at a specific product users can search for similar products by one of the following tabs. After a tab is selected the application will display up to 5 products that are similar to the original product, but with the modified search parameter.
    - Lower calories (at least 15% lower per serving)
    - Lower fat content (at least 15% lower per serving)
    - Lower sugar content (at least 15% lower per serving)
- Once chemical compounds have been analyzed, we can introduce other products that contain the chemicals and explain them.
- We will recommend items from the database created from both the developers and accumulated data of users.

Personalized Daily AMR Calculator:
- Displays the user's estimated required Calories needed per day to maintain current weight. This app does not track the user's calorie intake, and instead is just for the edification of the consumer.
- As long as the user has not used this feature, upon attempting to use this feature the user will be prompted to either "Find your estimated daily Calorie consumption (AMR)" or "Set a custom AMR".
  - Daily Calories will be calculated by finding the user's Active Metabolic Rate (AMR), calculation for which can be found here: https://www.verywellfit.com/how-many-calories-do-i-need-each-day-2506873/

- ○ Option for the user to input their own custom AMR (if the user has a more accurate number from a nutritionist or a similar professional).
- This feature will provide an option where the user can switch interchangeably between estimated and custom AMR through this function as they see fit.
- Can change the percentage of daily calories from a food label to fit the user's daily calorie goal.

Aggregated News:

- Pull news headlines from credit sources related to health trends as well as latest discoveries on food.
  - ○ Credit sources include but not limited to
    - ■ https://www.sciencedaily.com/news/health_medicine/nutrition/
    - ■ https://www.cleaneatingmag.com/clean-diet/food-health-news/
    - ■ https://www.fda.gov/news-events/fda-newsroom/
- Link these headlines to the original article.

History:

- Any previous scan that was made by a user is stored in a history tab which users can access at any time.
- The history feature will allow the user to view the previous five scans they had made. Once the end of this short list has been reached it will give the user an option to load five more scans, until a max of 25 has been reached.
- A user's history will remain indefinitely with a cap of saving the most recent 25 scans.

Competitors (What gives us the edge, how is it different)

- Fooducate: Allows users to scan by barcode and returns a grade on said product. This app is free to download as well as available online.
- Bloomsbury Dictionary of Food: Provides users with a search engine dedicated for food techniques and dishes as well as specific products.This app must be purchased for use
- Food and Drug Administration (FDA) News Reader: Informs users on up to date information on what has been considered safe and healthy. This app is free to download and use online.
- **Our product focuses on providing consumers with the necessary information to make educated choices surrounding food products. We do this by providing transparency about common ingredients as well as providing the latest news. All while never telling the consumer what they should be eating, putting the power of choice back into the consumers hands.**

Intended Audience

- The app intends for those who want to have a simple yet deep understanding of what they are consuming.
- The app is made for any average consumer who is simply curious about what they eat and would like to learn more.

Vision

- From a programmer's perspective, our app incorporates countless numbers of products and categorizes each into an organized manner. Furthermore, the review feature of our app allows products to be filtered by popularity. Additionally, our app will provide

educational resources based upon food labels scanned in the real world. As the field of nutrition continues to develop, our users will stay up to date on the latest dietary facts of their food.

- In a business sense, our product can start locally and expand. The app's intended audience is the everyday consumer who is curious in understanding their product at a local market in a detailed yet simple description. By having consumers more involved and educated with their food products, it will lead to more informed consumers and give them more power over their choices.