**ALVION (Alpha Innovation) 2012**

**Clarinet**

**Team member**

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**CalCal**

**I. Executive Summary**

CalCal – “*Helps you to live a healthy life”*

CalCal is a very helpful website for those who want to live a healthy life. People can anonymously look up nutrition facts and view complete food labels or just calculate the ideal daily calorie needed based on your weight, height, gender, and activity. Not only that, CalCal can be your best friend, a nutrition coach, and a workout partner, an online diet journal that can help you monitoring your health. All you have to do is just signing up as a member, which is of course free, then logging in to get a full feature. Registered members can update their consumption and activities every day to monitor members dietary, notifications will be sent if a member has forgotten to update. Registered members can also update their physics conditions like height, weight, disease, etc, and view their last calorie report anytime to see their diet result.

The best feature of CalCal is our nutrition database of Nutrition Facts food labels that you can adjust for the portion you eat. You can find personalized nutrition information about the calories and nutrients you need and eat. Use CalCal to research healthy food options and complete meals before you get to the grocery store or your favorite restaurants

**II. Product Background**

In the hustle and bustle of everyday life it can be hard to give your well being the attention it deserves. Weight loss and maintaining a healthy weight are generally good for your overall health and well-being, not only keeping your shape good, it also can help prevent common illnesses such as heart disease and diabetes. But, unfortunately most of people are not aware of what they eat. They don’t have any idea of what is in their food, or how many calorie they actually needed from foods.

**III. Purpose of Your Product**

(What will society get?)

**IV. Advantages**

(Advantages for the society)

**V. Features + Explanation**

* View the nutrition facts of foods

Anonymous users can view the nutrition facts of foods from this website.

* Calculate daily calorie requirements

Anonymous users can calculate their daily calorie requirements based on age, weight, height, and activity level based on Harris-Bennedict equation.

* View culinary map

Anonymous users can view culinary place with the details of dishes served in Indonesia in a catchy map.

* Update member’s foods consumed every day

Registered members can update their consumption and activities every day to monitor members dietary and also able to add the place where they consume. Notifications will be sent if a member has forgotten to update.

* Update member’s height and weight

Registered members can update their physics conditions like height, weight, disease, etc.

* View last member’s calorie report

Registered members can view their last calorie report anytime to see their diet result.

**VI. Your Timeline**

(The timeline of your progress to creat the product)

**VII. Closing**

(Your last words)

Rules :

• Max. 7 pages

• Arial 12

• Picture and other features are allowed

• Make it detail and good to read

• This document will be the consideration for the winner (suitability with the real

product)

• Ask the committee if you don’t understand!