UDGAM 2.0

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Code To Innovate

in association with

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Problem Statement

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Designing AI-Native Consumer Health Experiences

The Core Question

What does a consumer health experience look like when AI is the interface, not a feature?

Generative AI enables systems that reason, infer intent, and reduce cognitive effort.
This challenge asks teams to design AI-native experiences that help people make sense of food ingredients at the moment decisions matter.

What Is an “AI-Native” Experience?

Traditional apps are:

- Menu-driven
- Form-based
- Data-heavy
- User-effort intensive

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AI-native systems:

- Are intent-first, not filter-first
- Infer what matters without explicit configuration
- Reason under uncertainty and adapt responses dynamically
- Act as co-pilots, not lookup tools
- Do cognitive work on the user's behalf

Examples:

https://www.perplexity.ai/comet

https://gamma.app/

This hackathon is about designing that experience, not building a perfect dataset or model.

Problem Statement

The Consumer Health Information Gap

Food labels are optimized for regulatory compliance, not human understanding.

Consumers are expected to interpret:

- Long ingredient lists
- Unfamiliar chemical names
- Conflicting or evolving health guidance

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Existing solutions fall short because they:

- Surface raw data instead of insight
- Require high-friction manual input
- Treat AI as an add-on rather than the interface itself

As a result, people are left uncertain at the exact moment they are trying to make a decision.

The Challenge

Reimagine how a consumer understands product ingredients using an AI-native approach.

Design an intelligent co-pilot that:

- Interprets ingredient information on behalf of the user
- Translates complex scientific or regulatory context into clear, human-level insight
- Communicates uncertainty honestly and intuitively
- Minimizes cognitive load at decision time

You are not expected to build a comprehensive ingredient database or achieve scientific completeness.

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Scope Guidance

To keep this challenge feasible, teams are encouraged to:

- Use simulated, partial, or constrained data sources
- Prioritize reasoning quality and experience design over factual completeness

The experience matters more than the data pipeline.

Solution Directions

Teams may explore:

Intent-First Interaction

Users show or input ingredients using image, text, or mock data.
The system infers what the user likely cares about without forms, filters, or settings.

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Reasoning-Driven Output

Instead of listing ingredients, the AI explains:

- Why something matters
- What tradeoffs exist
- Where uncertainty remains

OCR accuracy, scraping, or database scale are not evaluation criteria.

Judging Criteria

1. AI-Native Experience (50%)
   - Does the system feel like an intelligent co-pilot?
   - Is user intent inferred rather than explicitly requested?
   - Does the interface reduce cognitive effort?
2. Reasoning and Explainability (30%)
   - Are conclusions grounded in clear, understandable logic?
   - Is uncertainty communicated honestly?
   - Does the AI justify why it says what it says?

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3. Technical Execution (20%)
   - Clean architecture and thoughtful trade-offs
   - Appropriate use of models and tools
   - Stability and coherence of the prototype

Resources (Optional)

Teams may use or simulate:

- https://world.openfoodfacts.org/
- https://websets.exa.ai/websets
- Generative UI: https://thesys.dev
- Frameworks: n8n

Using less data well is often better than using more data poorly.

Deliverables

To be eligible for judging, teams must submit:

1. GitHub Repository
   - Well-documented code and system design
2. Live Prototype
   - A web or mobile experience demonstrating the AI-native flow

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3. Demo Video (2 minutes)
   - Show the journey from user uncertainty to AI-assisted understanding

Anti-Goals

This challenge is not about:

- Building a database browser
- Dumping ingredient lists or research papers
- Optimizing OCR or scraping pipelines
- Adding AI on top of a traditional app

We are looking for new interaction paradigms, not AI-powered versions of existing tools.

Design Category Award

Best AI-Native Experience

One team will be recognized for designing the most compelling AI-native user experience.

The winning team will receive goodies and swag from Thesys.

Submission Deadline

5th January, 2026