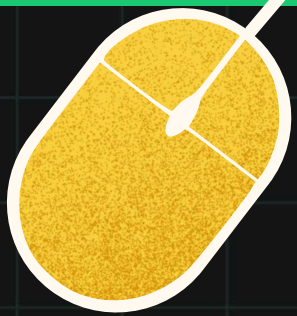


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Problem Statement

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

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

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.

● 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.

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?

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

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