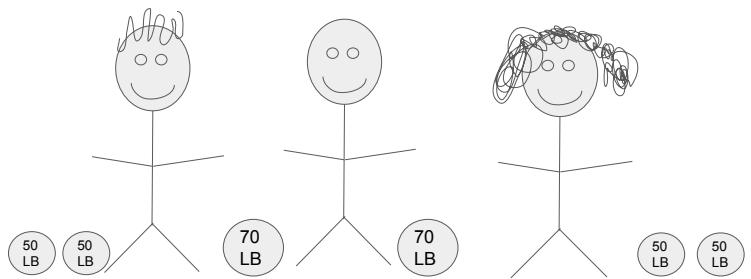


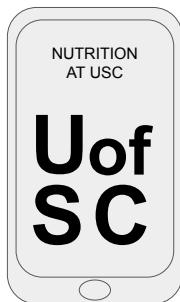
By: Matthew Maloney



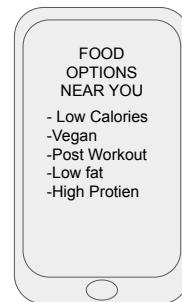
Billy Bob is a brand new student to USC! He's really trying to stay on top of his nutrition and continue to live a healthy lifestyle.



Billy Bob started asking around at the gym if there was any way to track his eating habits and see healthy options for food across campus.



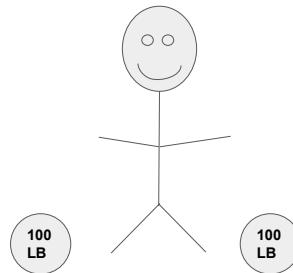
Jonny, one of the people Billy was talking to mentioned that there is a new nutrition app for USC that allows students to track and find information about the food at restaurants on campus.



While on the app Billy could see all of the different options on campus for whatever diet restrictions he wanted.



Even with Billy Bob's life threatening allergy to gluten he can filter his results. This means he can go about eating what he ordered with certainty that the food doesn't contain gluten.



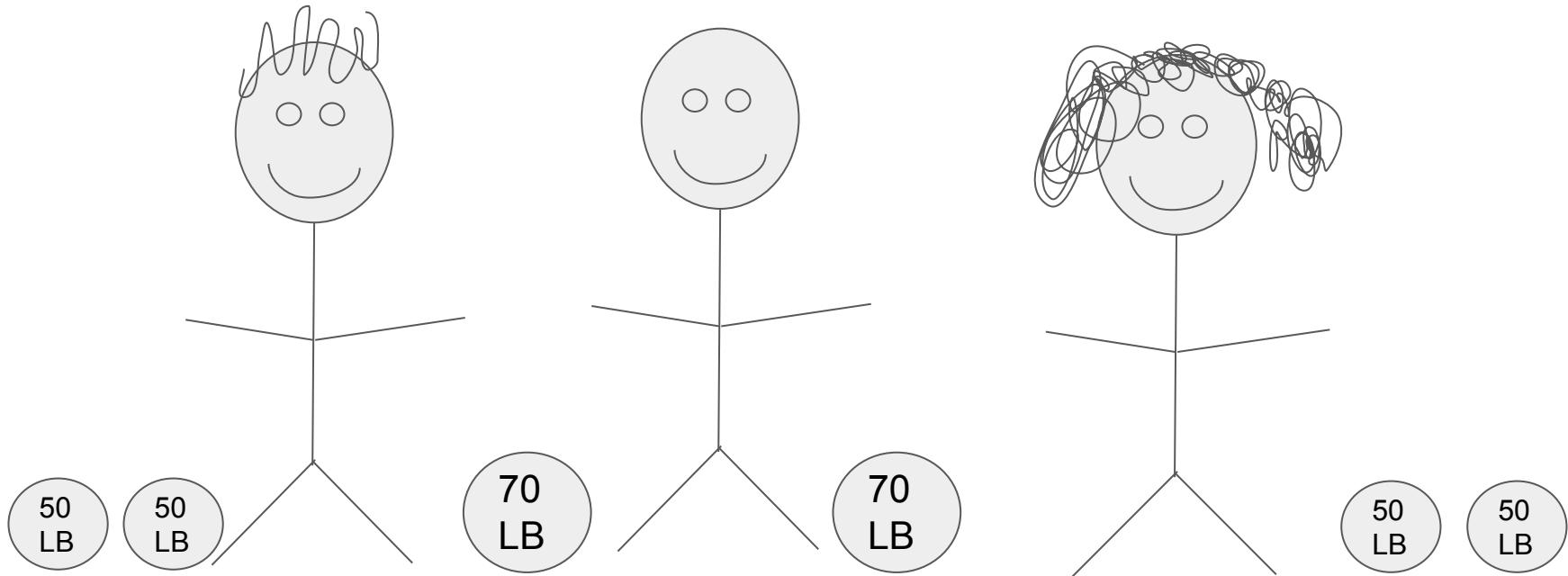
Thanks to this new app Billy has been able to get incredible gains inside the gym by finding the right food choices for him.

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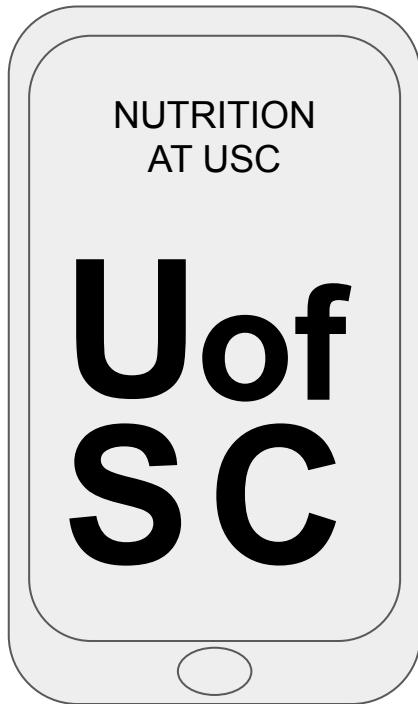


I'm so happy here at
USC!

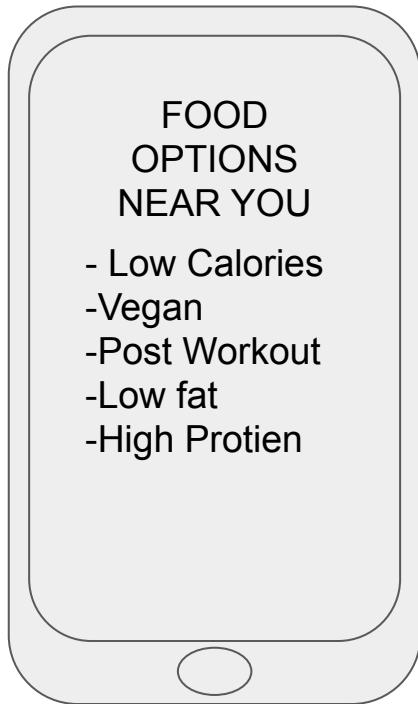
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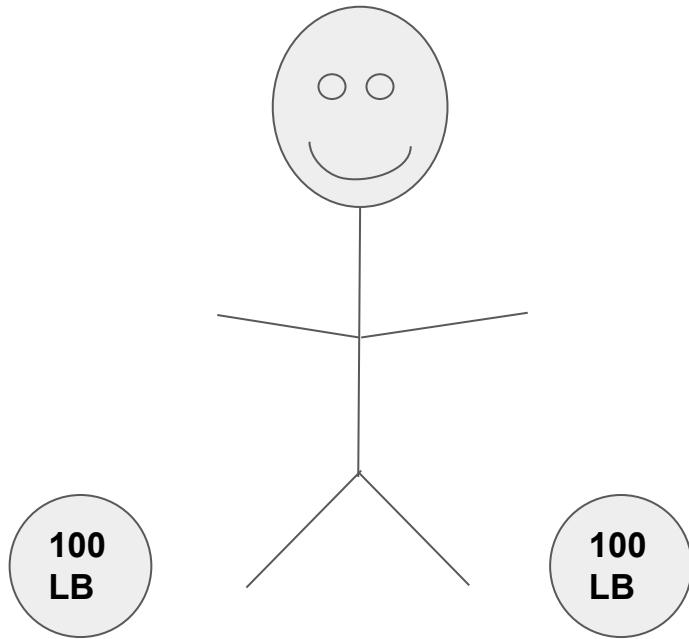
FOOD
OPTIONS
NEAR YOU

- Low Calories
- Vegan
- Post Workout
- Low fat
- High Protein

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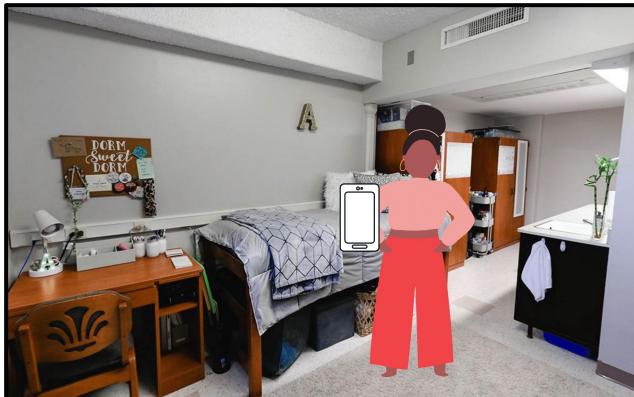
Julia is halfway through her first semester of college and constantly finds herself feeling sluggish, bloated, and low on energy. She wants to begin working out and making healthier choices but she doesn't even know where to start.



One day, Julia overhears a conversation between two girls on the elevator talking about where they're planning to go to lunch based on a suggestion made by the UofSC nutrition app.



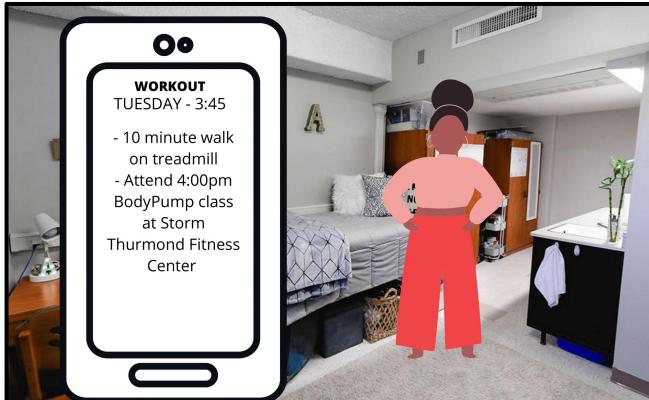
She asks them about it and they tell her how much they have learned from the app. They show her how to download it and create an account with her UofSC email.



Once in her room, Julia sets up her account. She doesn't need to lose weight but she wants to feel healthier, so she explores the options that the app has.



Julia enters her information into the app so that she can track her progress and get a guideline of where she should begin. She also chooses her goals.



The app tells Julia that she has enough time to go to the gym three times a week. She creates a schedule on the app and it provides her with her first basic workout plan.



The next day, Julia wakes up feeling motivated. She makes sure to have some fruit and yogurt for breakfast. Thanks to the app's guidance, she also realizes she has enough time to quickly stop at Russell and grab a healthy lunch in between her classes.



By the end of the semester, Julia has established a gym routine and healthier eating habits. Her energy levels are much higher and she finds herself even doing better in all of her classes. By the end of the semester, she feels more motivated than ever before and feels like she truly understands her own body's needs.



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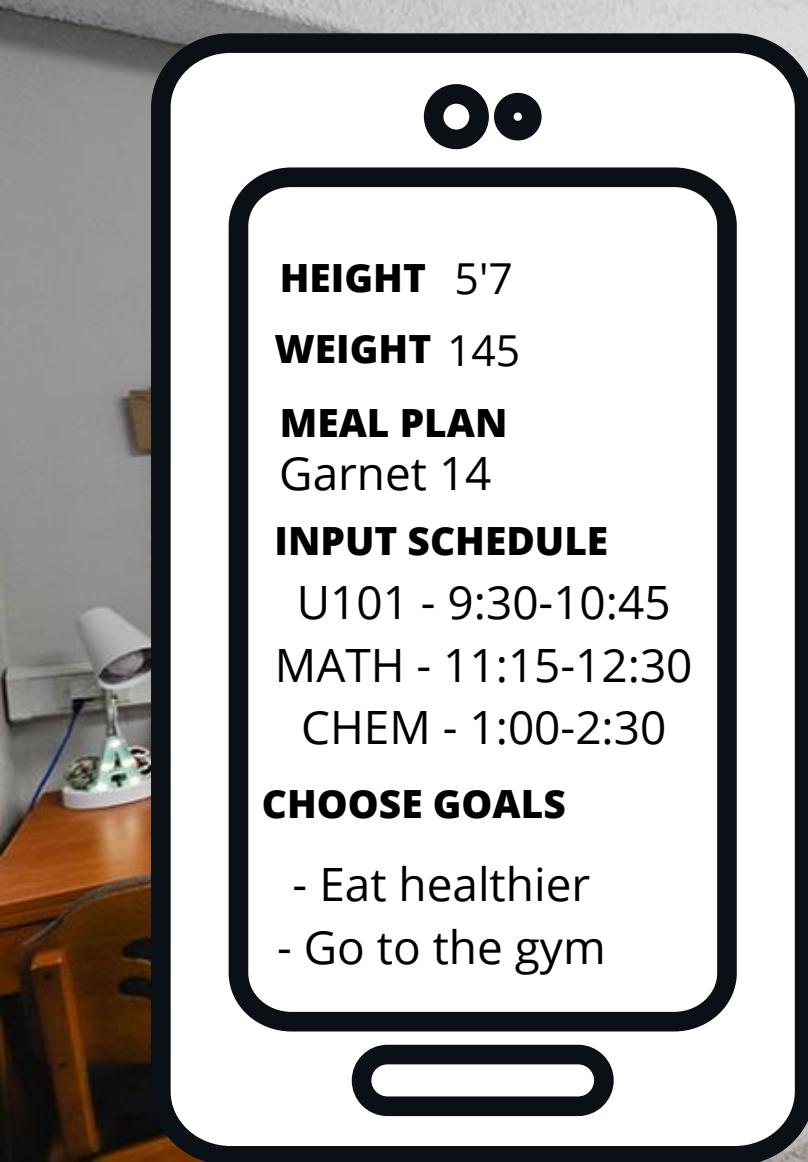
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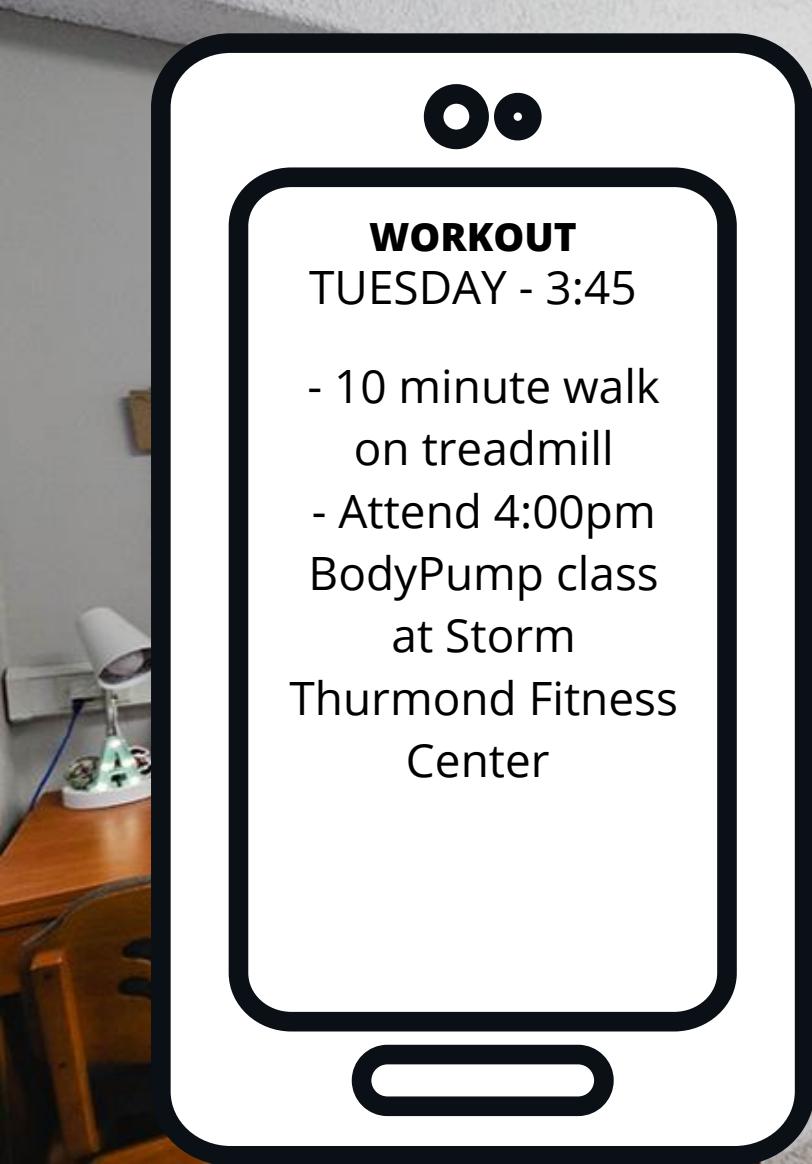
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Rocky loves to workout and has been active his whole life. He loves to run and keep his diet in check.



When Rocky gets to the University of South Carolina, he can not find any healthy places to eat at and eats what he can find.



Rocky finds the Nutrition app and is able to find what he wants to eat and where it is on campus.



Rocky eats healthy the majority of the time now that he has the nutrition app.



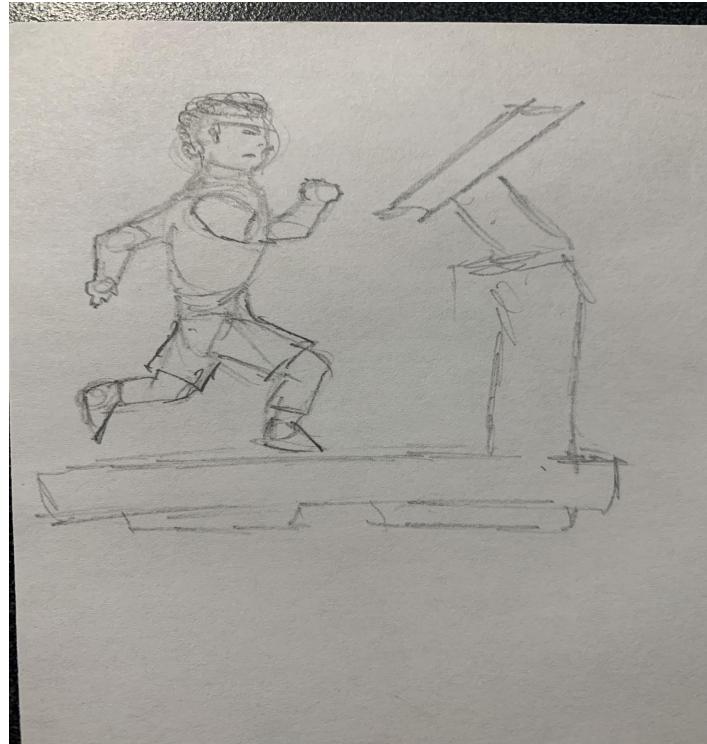
Rocky brings friends to come and eat with him and introduces them to the app as well.



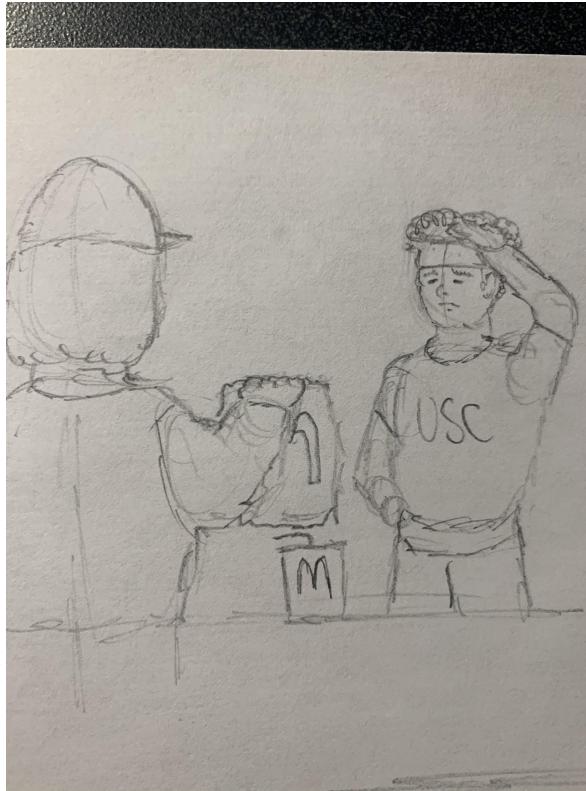
With the nutritional needs having been met, Rocky sees positive results in other areas in his life.



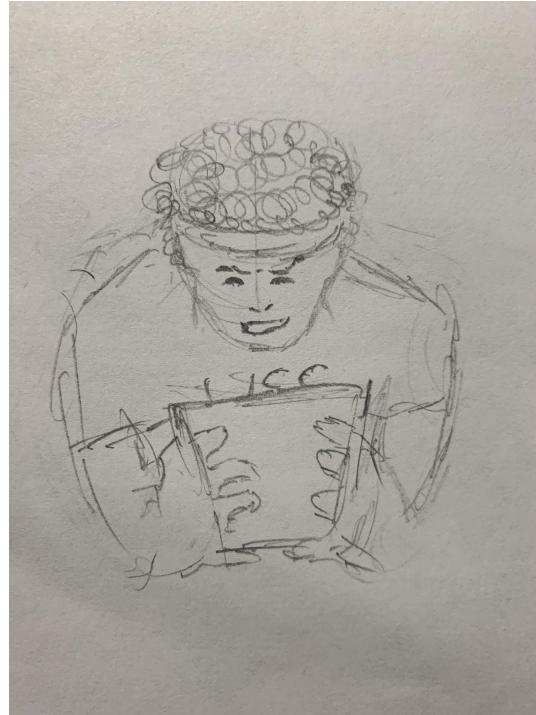
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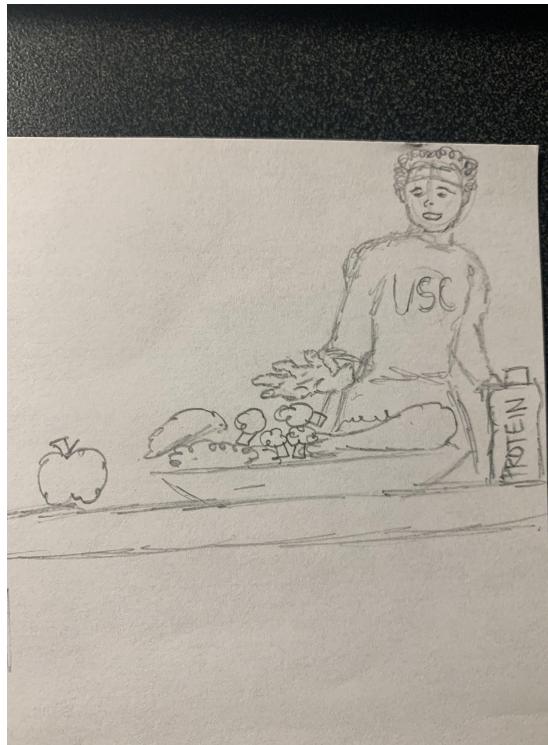
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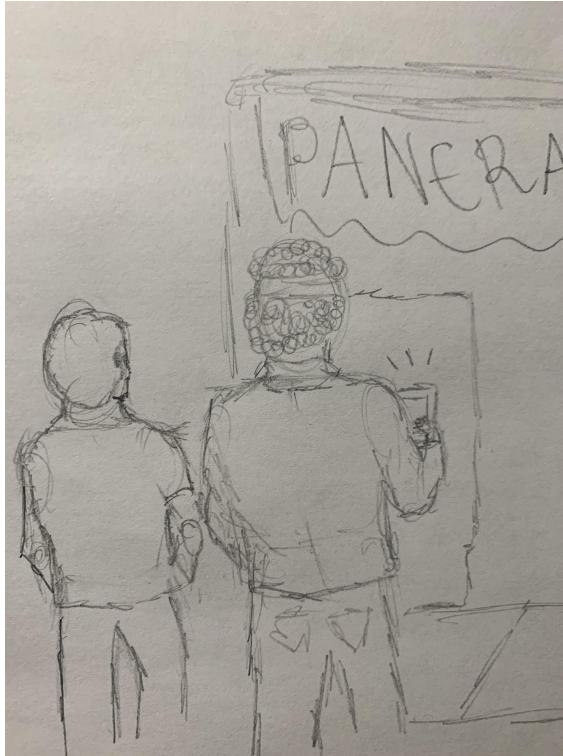
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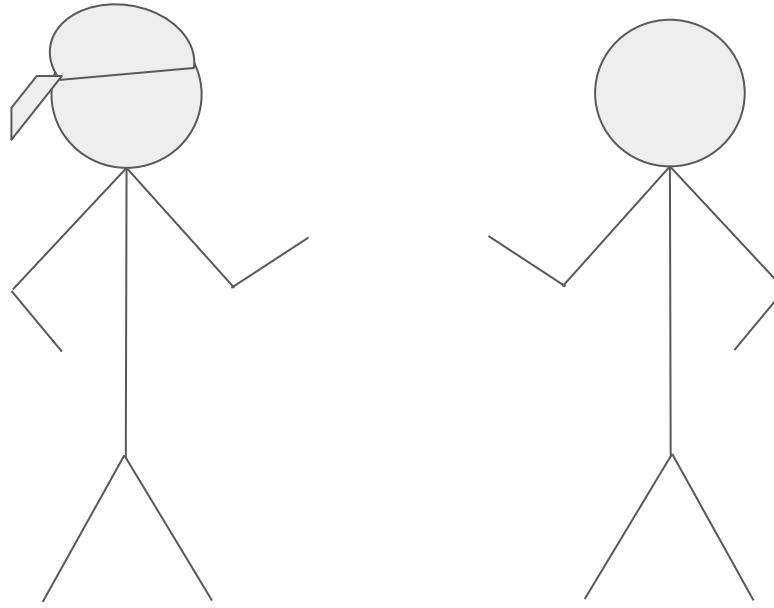


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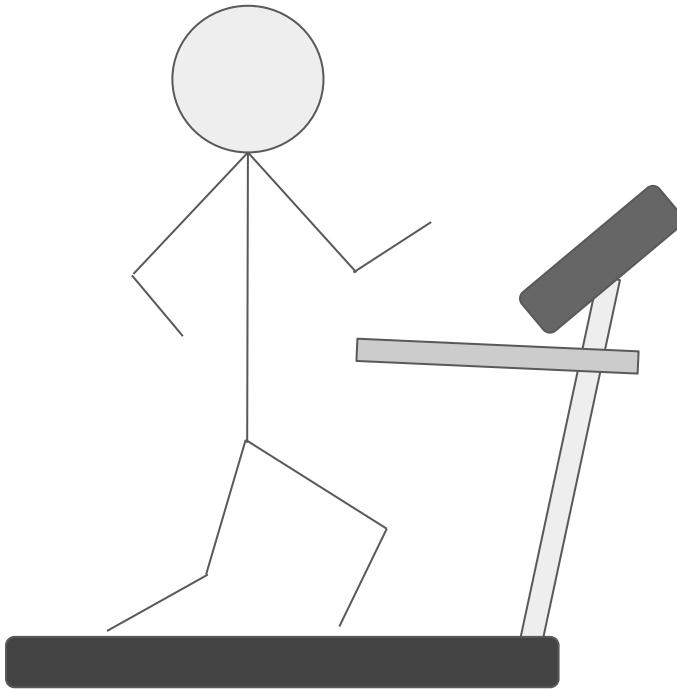


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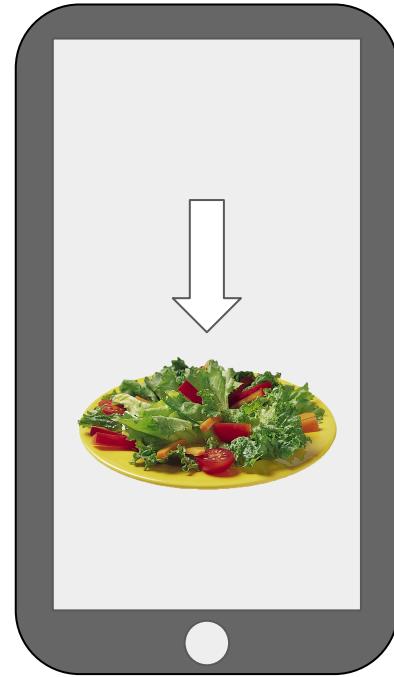




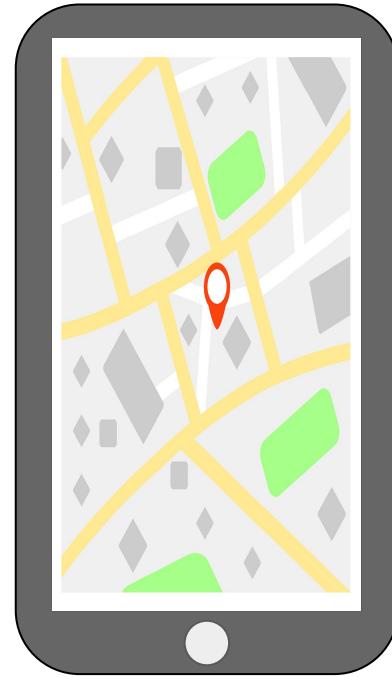
Jay and his friend have been on campus for a while. They think they are gaining weight and are getting tired of eating Chick-fil-a. So Jay downloads an app he saw on a poster. He looks through the app and sees the schedule time tab for the gym.



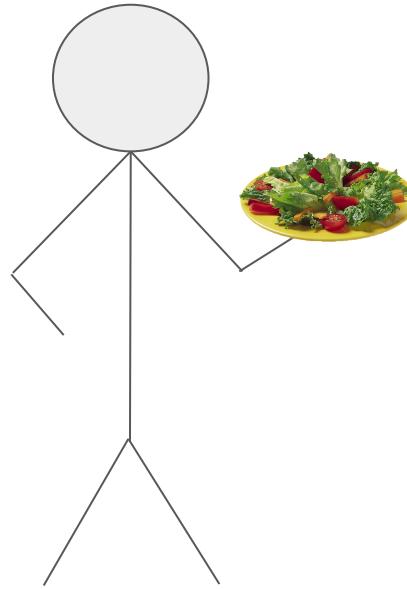
After scheduling his time at the gym, he worked out for an 1 a day. He felt way better but he was still eating Chick-fil-a. So he went through the app and found out the healthy meals tab. He looked at all the healthy food places and wanted to check them out.



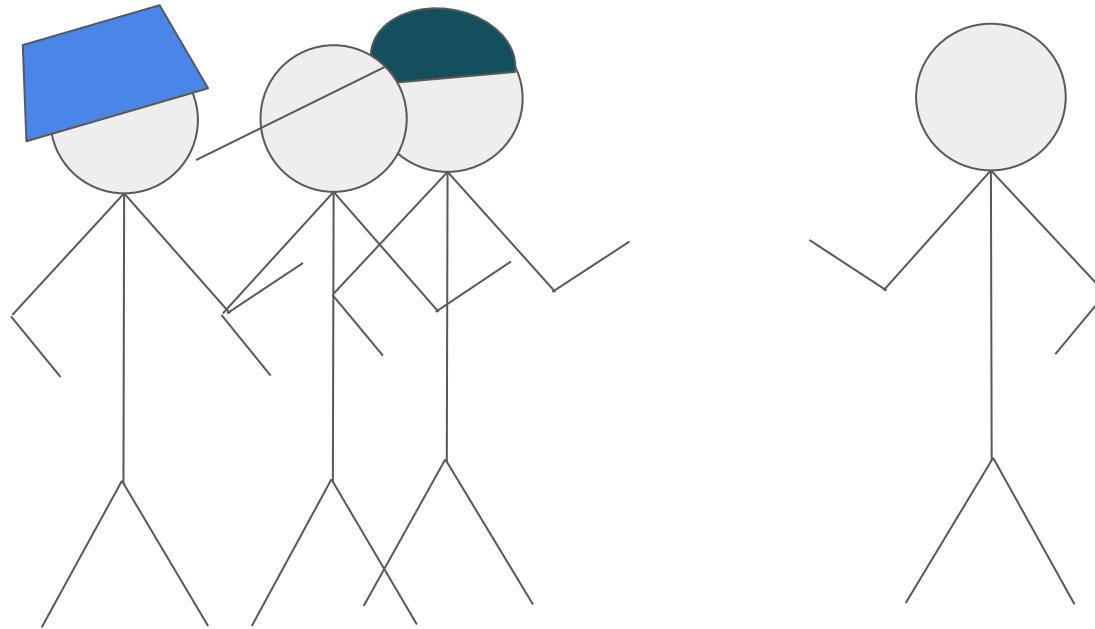
After looking through the healthy food, he decides on a salad now all he needs to know is how to get to the restaurant.



The app showed Jay the directions to the restaurant, and told him how many calories he would lose walking there.



After eating his salad, Jay felt much better about himself. He had scheduled more workout times and started eating healthier. He wanted to tell others about it.



Jay went and told his friends about the nutritional app and they all downloaded it. The app spread like wildfire and was even integrated into the school site for all students to use.