

☐ Calorie Counter Application

— UX Researcher: MZ, Jul 2021

Executive Summary

Since our product is at a very early stage, our team is interested in exploring his/her dream to lose weight with calorie counter products and research how to track their routine to lose weight. I interviewed 5 people two of their extra weight and three of them are fit on their needs, pain points, and how they use digital products to lose weight.

Key Findings

We realized, our users would like to track their daily calorie; however, they stop motivated after a while. So they need some other motivation, including information regarding nutrition, macros, or track their weight visually. Also, they would like to follow their friends to keep motivated and celebrate each achievement together.

What did we want to learn?

Our team wanted to explore adults' over-weight experiences with existing digital tools for weight loss. **The goal** was to determine what opportunities to create new features to help them stick to their diet.

Key Research Questions

- **[Needs]** What is essential to stick with the calorie counting method?
- **[Behaviors]** Do they really need other information to stick in their diets?

5 Participants

We recruited our participants from google fitness group

	Study frequency	Digital products they currently use	Diet methods they are currently studying
Participant 1	Once a week	Fitness	Calorie counting
Participant 2	3-5 times a week	Google challenge	Intermittent fasting
Participant 3	305 times a week	My Fitness	Calorie counting
Participant 4	Over 7 times a week	Calories Counter	Calorie counting
Participant 5	Once a week	You tube	Meat-free diet

Key Finding #1

Users are willing to have a calorie-counting diet however, they use the app much less once they get aware of the approximate calorie number of ingredients they use. So, they stop motivated after a while and may switch to other products.

Finding

All participants using the app during short breaks (~20min) throughout the day.

Participants doesn't set time aside to use app. Instead, they take advantage of short breaks, such as waiting for a shuttle, drink much water all day improve the eating habits.

Recommendation #1

Our new product should focus on some features beyond the calorie info of users' food to keep them motivated.

In this regard, I could recommend macro counting—showing the three macronutrients including: -

- protein
- carbohydrates
- fat of their daily food.

The thing to consider: -

- The product should have a built-in scan with a barcode reader.
- The product should have a list of success stories for people using the app.

Key Finding #2

Seeing progress and achievement and observing their friends' accomplishments is the key motivation for our users to stick using the application

Findings

4 out of 5 participants wanted to track their friends' achievements and celebrate together because it's more fun and motivating

In this application, Competition, and Charts playing a crucial role in motivating the user and let the user achieve their dream

“I do like to track my weight visually and observe my weight loss fluctuation.”

— Participant

Recommendation #2

To Keep our user motivated and encourage them to use our products, we believe if they could track their weight loss visually could be so encouraging also it will be good if there's a statistic for last months to motivate him/her

The thing to consider: -

- User could add their weight daily and track their weight loss visually

Next Steps

- Validate Findings with surveys
- Conduct foundational studies on how user improve their habits with a healthy diet including more fun and easier
- Run a design sprint for brainstorming

Appendix

Data Collection & analysis

