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CS219 - 1-4 Milestone: Mobile App Research

**Food Scanning App**

**Purpose & Goals:**

The App will allow user to use their phones as scanners to scan a food product’s barcode and the app will then return with the nutritional information of that product along with ranking the ingredients of that product based on how healthy it is to the user using colors like Green, Yellow & Red. The app is meant to be used at grocery stores, that way users can scan a product before deciding to purchase it.

The goal of the app is to make consumers aware of how healthy a food product is to them and encourage users to take charge of their diet and eat healthy. It does that by helping families learn more about a product before buying it so they can use their budget to get a healthier alternative if they don’t want a certain “unhealthy” product. The app should be able to its core functions while keeping the app easy to use, not complicated, user friendly, and simple so it doesn’t require users to be technical experts.

**User Experience Analysis:**

The other two main apps that function similarly are MyFitnessPal and MyNetDiary they both have a calorie-tracking feature and a food-scanning feature they both have a feature that breaks down a meal or product based on its macros to the user, they do have extra features for fitness like exercise tracking, meal planning, etc.

The demographics for these apps are quite similar over 45% of users are aged 44 and under, Between 16 – 23% are between the ages of 18-24, and between 28 – 32 % are at the ages of 24 – 34, The data shows that interest dwindles as age progresses, Between 16 – 20% are at the ages of 34 – 44, and then at the ages of 44 – 54 they make around 13 – 17 % and then from the age of 55 + they make the remaining 16 – 18%.

So, the data shows that most users around 65 – 70 % are under the age of 45.

They operate worldwide but the overwhelming majority of their users, over 60%, are based in the US. And the majority of users a figure between 70 – 80 % are from 4 countries (US, Canada, UK, Australia), Which tells me that there is something about the app that attracts people in the West more.

The purpose of these two apps is to encourage a healthier lifestyle by tracking caloric intake and outtake through counting calories and tracking exercise and help a person become more mindful of what they’re eating and how much they are exercising. The apps target all age groups and cultures in doing that.

Both apps seem to be easy to use and effective with one click the app accesses the user’s device’s camera to use as a scanner to scan products, there is another option to add meals manually as well, They are safe to use and use different mechanisms to ensure user information is secured, Both are useful to the user and provide important health-related information to users, MyFitnessPal is harder to use than MyNetDiary and that is because there plenty of options in the app and that can make it harder for some people to navigate the app. Both apps lack social engagement and do not operate like a social media app would.