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CS319 - Module Two Milestone

After conducting the interviews I realized some points became clear to me it was a priority with all the interviewees, They all agreed on wanting an app easy to use and is a comprehensive app that offers everything related to health, I noticed that almost all of them is not using an alternative app or method to achieve the app’s goal at present and that all of them are very well aware of how food plays a very important role in maintaining good health and if desired lose weight, it seems like the app they want it to be designed primarily for people that don’t have much experience with food nutrition and food’s macros and to make it possible the app should remove all hurdles and difficulties to achieve that.

The keywords mentioned the most would be usability and the app being user friendly, an app that can be effectively used with minimal to zero training by everyone regardless of age, The Main user priorities that can be identified would be to have an app that gives accurate data about food and an app that can work offline by letting users download the food’s database and work like a translation app, and having an app that is easy to use and user friendly, so the top two priorities would be accuracy and user friendly.

In my research, I found that the app would be mostly used by younger people so users under the age of 45, most users would at least have a high school diploma in terms of education, the app would target people from all economic backgrounds since that app won't cost anything to users to use, another big group that would be using the app would be those who have a personal nutritionist or a personal trainer that recommended the app to help them keep track of their dietary goals and commitments, There is no single profession that has more users than other professions early users to the app would come from all professions and jobs and socioeconomic levels, The main purpose for user to use this app would be to use the app as a guiding tool for when they’re at the grocery store buying food products and are unaware of the products health and nutritional details and whether that is compatible with their diets or lifestyle, users of the app have different goals in using the app some would want it to help them lose weight , some would use it to help them gain muscle mass and meet their strength exercises goals and some would want to maintain their weight and not gain weight by being aware of what everything they eat would bring in terms of nutrition, users would want comprehensive nutritional details of every product and they would like for most products on shelves to be included in the app’s database.

They would engage with the app on their phones usually in grocery stores before buying a food product sometimes at home when cooking or before eating a food product, Ideally, the app would be effective with time so they wouldn’t spend a lot of time on the app to scan a product and the learn all of its details and in my estimation, I would say anywhere from 5-10 minutes.

**Personas:**

**Persona #1**

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John Brady

20 years old

**Goals:** Wants to get into the shape of his life by losing weight and gaining muscle mass.

**Tasks:** Wants an app that effectively and accurately displays a food product’s nutritional details by scanning the barcode of that product so that he can be aware of it and assess if it helps him with his goals and his diet.

**Environment:** John is in college and is competitive with his colleagues to become fit, John Is tech savvy like everyone in his age group and wants to use the app at the grocery store or home.

**Context:** John comes from a lower mid-income family he is a college student and due to his income, he didn’t have access to high-quality foods growing up which negatively impacted his food choices and habits over the years and to wants to fix course he wants the environment and the tools to make it happen.

**Persona #2**

**A person smiling in front of a statue

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Mike Mcdonald

67 years old

**Goals:** Has medical issues and was put on a diet by his doctors and wants a tool that can help him with his health goals of avoiding certain foods and losing weight at the same time.

**Tasks:** Wants an app that is easy to use and personalized to what his doctors recommend so that when the app displays the nutritional details of a product it gives a binary yes-no response on whether or not it is good for him so that he doesn’t have to look at the macros and make that decision himself, he wants it simplified for him so it becomes easier to use for him.

**Environment:** Mike lives with his son and his grandchildren. He retired from working as a truck driver, he is surrounded by family and feels they would help him with his condition and help him stay on track.

**Context:** Mike comes from a mid-income family but because of the nature of his job always traveling for work, the only source of food for him was food from gas stations and fast food coupled with a sedentary lifestyle from sitting all day and driving that took a toll on his health and eventually developed high levels of cholesterol and diabetes, he wants to fix that, Mike has an associate degree in logistics as well.

**Interview Notes:**

In my interview, these are the main 3 questions I asked each interviewee.

Why would an app like this be important to you?

How do you currently meet the need this app would provide?

What would you like to see in an app designed to help with this?

Interviewees:

Abdallah (My Brother):

25 years old, interested in food nutrition, lost 80 pounds at one point.

Abdallah is interested in this app his most important concerns are that he wants it to be easy to use and accurate with its results and has a large enough database to include all food products on shelves in the US, he has a personal kitchen scale used to weigh food and then figuring out its macros and nutrition facts manually, he wants the app to work similarly a translation app where you’re able to download the database online and then be able to use the app even without a net connection.

John (Food nutritionist)

31 years old, specializing in food nutrition.

John is interested in the app because he feels it can help his clients stay on track with diets provided to them by John, He communicated his frustrations in that clients find it hard to stay on a diet because it is time-consuming and too complicated to figure it out by themselves, He currently doesn’t have any effective alternative way to meet this need other than education clients about foods, He wants an app that is simple to use and doesn’t one to be tech savvy to use the app since his clients are of all ages and he wants an app usable to all.

David (Personal trainer)

29 years old, has a small gym, and is its only personal trainer.

David’s main goal is to help his clients lose weight and become healthier and fitter, and to do that he wants his clients to make the right decision around food he finds it hard to get clients to do that so he wants an app that makes it easy for clients to know more about food before making a conscious decision, he currently doesn’t have an effective way to meet the need of this app, he wants the app to be a tool in helping clients lose weight and he thinks its better to integrate an exercise tracker into the app and make it one holistic health app.