YumBums

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Executive Overview

Many people would be interested in tracking their food intake in order to better manage aspects of their life such as their health, fitness, or mood. An application that does this would be useful because it can provide a more organized view of the information through displays such as charts or logs. This should be able to show the users approximately how many calories they have been consuming and also what types of foods they usually eat. They can use this organized information to point out the problems in their diet, share it with doctors, and figure out how to change it so that they can improve or maintain their health, mood, or athletic performance. While this sounds good in theory, there are several problems with a food intake application that will hinder its success if they are not solved.

A huge problem is that most people do not have the time and cannot afford to put extra effort to record, track, and later analyze their food intake. Many people are not nutrition experts, and they do not want to look up nutrition facts every time they eat. The quickest and most accessible way to record food intake, is the good old pen and paper approach. People do not want to carry stacks of records to every restaurant or supermarket they go to. And sadly, no better way to record food intake is available today. Finally, even if users were to record all their information in notebooks, they still do not have a quick way of searching, analyzing, sharing, or comparing their data.

In our application, we are hoping to solve all these problems by providing a one stop solution for users to enter, track, and reflect on their food intake. We are going to do that by focusing on three main aspects:

1. Relying on a very rich and responsive database of nutritional facts of most food items. This will allow the application to auto-complete many of the missing information for each food entry while the user is inputing an item.

2. From the very beginning, we are building our web-app to be compatible on smart phones. We very much care about providing a good mobile user experience so that users can quickly and easily enter in their food intake from wherever they are. On a smartphone, users can simply enter a new food item by snapping a picture of their meal, instead of typing or writing it down.

3. We're going to provide some very useful tools for comparing, sharing, and analyzing food intake for every user.

We believe that by focusing on these three aspects, we will be able to deliver a much more reliable/enjoyable experience to our app users.

User Personas

According to statistics online and personal research, we found that the majority of people that use health applications are between the ages of 18 - 49, and approximately %50 male -- %50 female.

We have Interviewed the following people in our target use group:

Persona 1	
Photo:	
Name:	Mike Grubalot
Profession:	Computer Programmer
Age:	28 Years Old
Height:	5'10"
Weight:	210 LBS
Marital Status:	Single
Children:	0
Education:	BS Computer Science
Physical Status:	He is developing a muffin-top and wants to get back in shape
Mental Status:	His physique has made him lose confidence. He wants a relationship.
Goal:	He wants an intuitive application that will assist him in reaching his physical goal to restore his self-confidence.

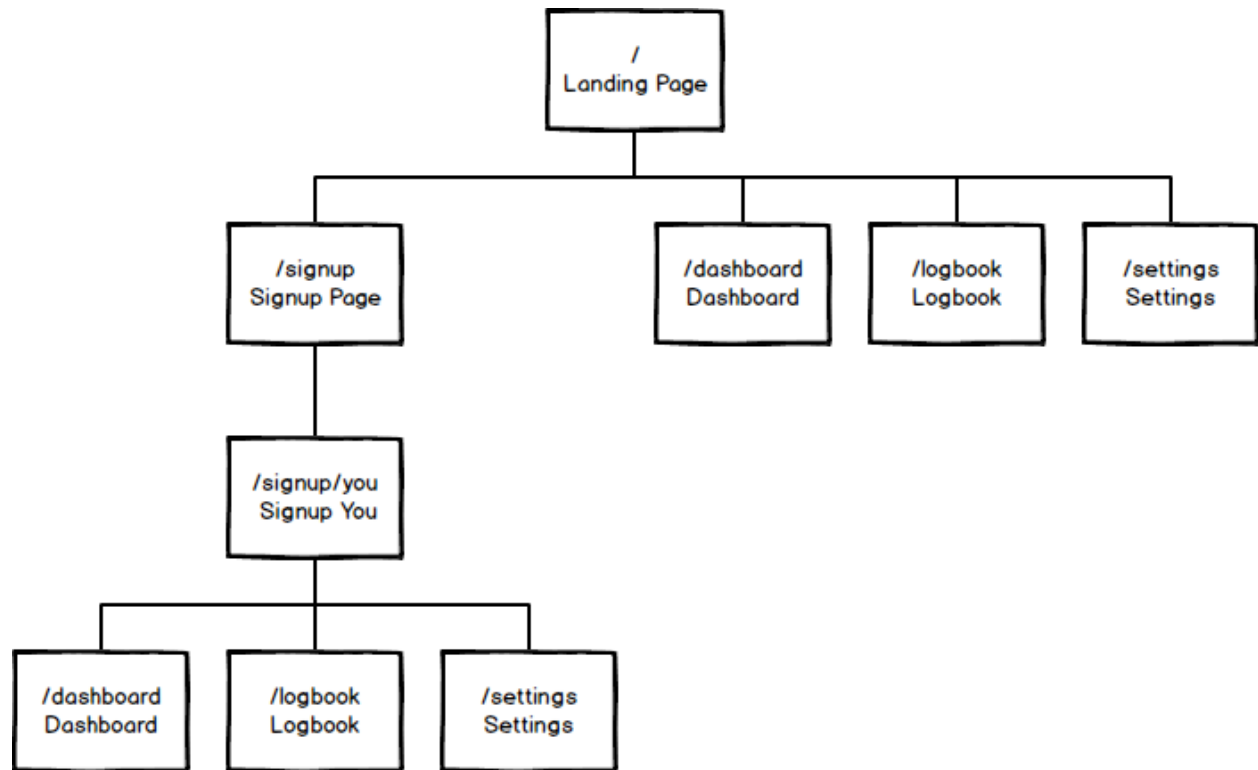| Persona 2	
Photo:	
Name:	Maggie Pint
Profession:	Bartender
Age:	31 Years Old
Height:	5'5"
Weight:	115 LBS
Marital Status:	Single
Children:	1
Education:	Bartending Certification
Physical Status:	She is in-shape.
Mental Status:	She believes her looks are directly proportional to the amount of tips she makes, she wants to stay in shape and make good tips.
Goal:	She wants an app to keep track of her calorie consumption/gain to maintain her good looks.

Persona 3	
Photo:	
Name:	Nancy Soccermom
Profession:	House Wife
Age:	35 Years Old
Height:	5'0''
Weight:	145 LBS
Marital Status:	Married
Children:	3
Education:	AA Liberal Arts - History
Physical Status:	She is gaining mommy weight.
Mental Status:	She wants to get back in tip-top shape, and her husband made a snarky comment about her weight
Goal:	She wants to balance her diet; she would like an informative fitness app that suggests popular food items with respect to their food groups.

Persona 4	
Photo:	
Name:	Jerry Longrod
Profession:	Gigolo
Age:	32
Height:	6'0''
Weight:	195 LBS
Marital Status:	Single
Children:	Unknown
Education:	Phd. Nuclear Technologies
Physical Status:	Tone and has good endurance.
Mental Status:	He has a swaggish charm and quick-wit.
Goal:	He wants an app that will track the calories that he burns off during work-outs vs the calories he consumes.

Persona 5	
Photo:	
Name:	Marry Huggins
Profession:	Librarian
Age:	29
Height:	6'2"
Weight:	150 LBS
Marital Status:	Single
Children:	0
Education:	Masters in History and English
Physical Status:	She is in good physical condition.
Mental Status:	She has been very depressed.
Goal:	She sought help for her depression and her shrink wants her to monitor what foods she is eating, the time of day she eats, and how her mood is periodically throughout the day.

Flow Diagram

Wireframes

Landing Page

Sign Up

Demographics

http://yumbums.com/signup/you

YumBums

You

Name	Jane Bum
Sex	Male / Female
Date of Birth	10/10/2015
Height	70 inches
Weight	140 lbs

Let's get started!

Dashboard

http://yumbums.com/dashboard

☰ YumBums   🔍 search

| Food | Fitness |

Food	What did you eat?	1
More food	What else did you eat?	1
Calories	How many calories does it contain?
Mood	Unhappy / Okay / Happy

Save

Calories Consumed	Calories Burnt
2300	1200

Net

Intake

Burnoff

Dashboard (with sidebar)

YumBums - Dashboard

http://yumbums.com/dashboard

Dashboard

Logbook

Settings

Logout

☰ YumBums

| Food | Fitness |

Food | What did you eat? | 1

More food | What else did you eat? | 1

Calories | How many calories does it contain?

Mood | Unhappy | Okay | Happy

Save

Calories Consumed

2300

Cal

1

Net

Intake

Burnoff

Log Book

YumBums - Logbook

http://yumbums.com/logbook

☰ YumBums

10/1/2015 🗓 to 10/8/2015 🗓 Most Recent ▼

Running
October 8, 2015 - 5:40pm

- 500 Calories

Pizza
240 calories
Quantity: 2
October 8, 2015 - 12:20pm

+ 480 Calories

Fish Tacos
200 calories
Quantity: 3
October 8, 2015 - 8:15am

+ 400 Calories

Steak
440 calories
Quantity: 1
October 8, 2015 - 7:45pm

+ 440 Calories

Settings

http://yumbums.com/settings

≡ YumBums

Settings

Email	your@email.com	Edit
Password		Edit
New Password		
Verify		

Name	Jane Bum	Edit
Height	70 inches	Edit
Weight	140 lbs	Edit

Save

Strengths and Weaknesses

Usability

<u>Strengths</u>

- User picks the food they just ate and the nutritional info is filled in for them so they can log what they ate very quickly
- User enters their activity and duration and an approximate calories burned is calculated for them based on their age, weight, and height
- User can see the food pyramid which shows how much of each food group the user has eaten each day
- User can interact with the food pyramid to see what food they ate on that day for particular food groups and what food they can eat for groups they haven't completed
- Advanced features that let Users enter their mood so they can log and track how they're feeling over time and correlate what they ate with how they feel
- A detailed log book showing all their calories eaten and burned that the user can filter and sort
- A Calorie burn down counter that is updated every second calculated based on the user's height, weight, and age
- A personalized experience provided by a short sign up page
- Users can upload pictures of their food with their phone and tag with hashtags so they are searchable
- An intuitive and simple user interface that promotes users to enter what they ate quickly and easily
- Users can use their social media accounts for a quick sign up

<u>Weaknesses</u>

- Users have to manually figure out their calorie intake for food not already in the DB
- Users don't know and don't want to figure out nutritional values of every food item that goes into their home cooked meals
- Not all restaurants provide nutritional info for their dishes
- Serving sizes are determined by the most convenient units (e.g. whole cookies or slices for pies), but when measured in grams a serving size of cookie is different from a serving size of pies. So portion sizes are harder to figure out for the user.

Technical

Strengths

- Most of our data will come from the services api so we have a base to build off of

- Our app only has a few pages so it is feasible in a few weeks

- There are existing frameworks that will help us handle the hamburger menu, card views, and data visualization

Weaknesses

- It's a web-app so it can't be used on smart watches which is a great medium for the purposes of this app

- The app is a web-app so it will not be native and will not be as efficient on mobile

- We will have to build a database for foods not provided by the api services