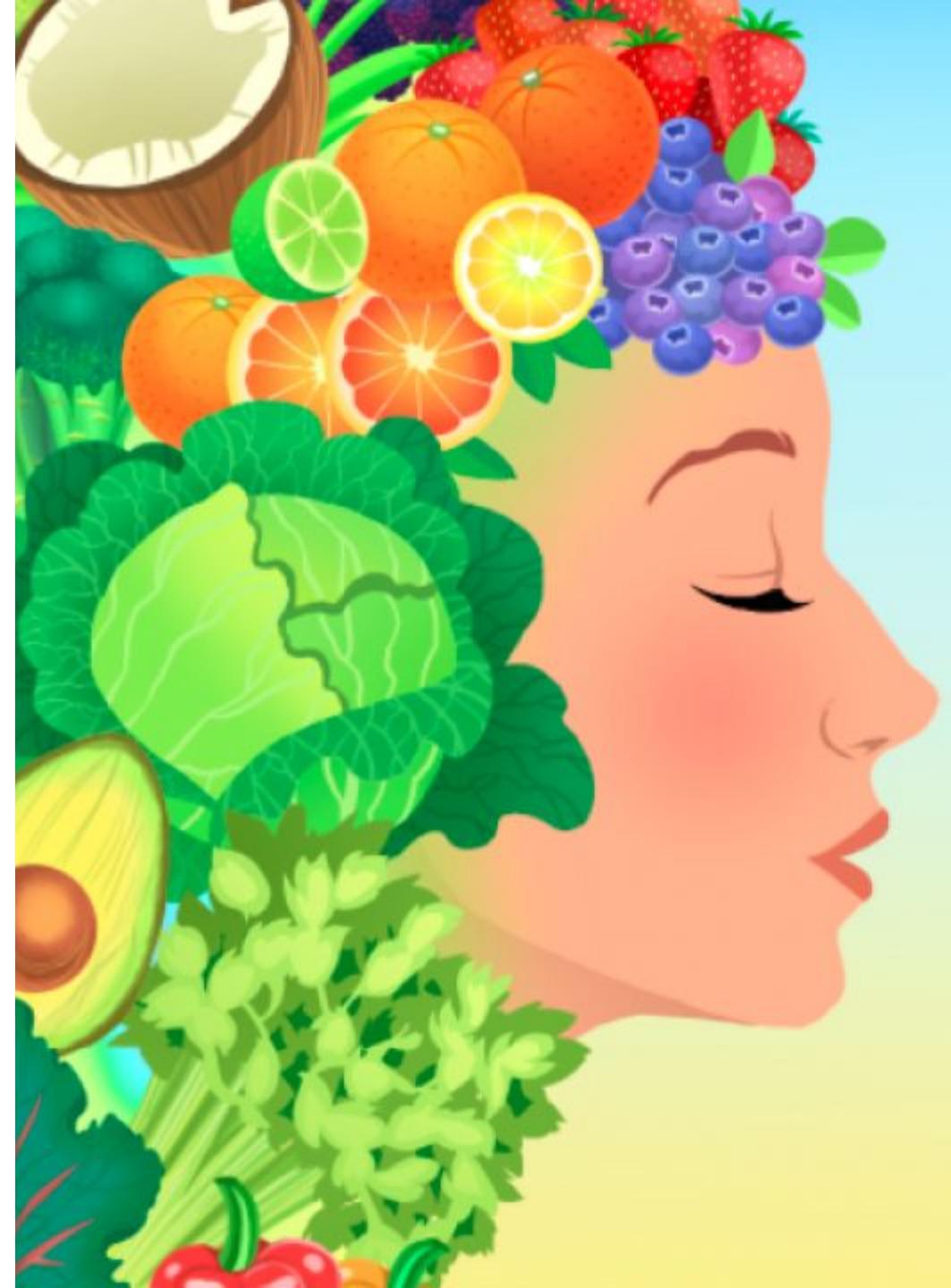


# NutriHealth

**Add fuel to your Fitness Journey!**



# Our Team



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# Overview

- **MISSION**

We are on a mission to transform the health and nutrition landscape, setting a new standard for personalized well-being.

- **CURRENT CHALLENGES**

Existing health and nutrition platforms often lack personalization and fail to address individual needs.

Current health platforms suffer from complex navigation and user design, creating obstacles for users to easily access health and nutrition products.

- **VISIONARY APPROACH**

Our vision is to create a health and nutrition website that excels in personalization and user experience.

We aim to empower users with personalized nutrition plans, interactive virtual nutritionists, a seamless Subscribe & Save model and high quality products.



# Introduction

**About -** Designing a simple and easy to navigate Health and Nutrition Application which caters to the needs of various target audiences.

- **Project type :** Academic
- **Tools used :** Figma
- **Duration :** 2 weeks
- **Responsibilities :**

Identifying the problem statement and solution,

Performing user research methods,

Brainstorming design ideas,

Prototyping and Testing



# Problem Statement and Solution

## PROBLEM STATEMENT

Individuals are struggling to find credible and personalized health and nutrition information due to overwhelming online advice, privacy concerns, complex interfaces, technological barriers, and time constraints.

Our solution needs to find ways to help these individuals maintain their overall health and well-being.

## SOLUTION

Our website aims to create a user-centric health and nutrition website, offering various features such as,

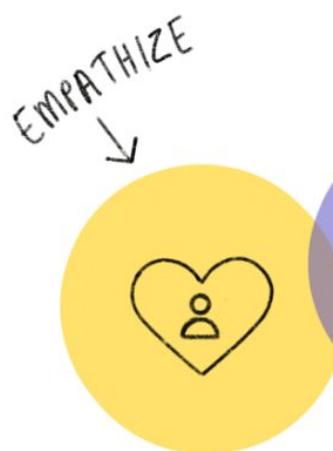
- personalized nutrition plans,
- interactive AI-powered virtual nutritionists,
- community forum for shared experiences,
- Subscribe & Save model for regular product deliveries,
- Recipe suggestions,

all designed to address the identified pain points.

# Design Process

## Empathize

Gather information about target audience using various research methods



## Ideate

Brainstorming for creative design solutions



## Test

Testing the app's functionality and user interaction.  
Incorporating user feedback to refine and improve the product



## Define

Focusing on insights from Empathize stage and realigning problem statement and solution

↑  
DEFINE

↑  
PROTOTYPE

## Prototype

Creating a prototype to demonstrate ideas to others using tools like Figma



# Design System



## USE CONSISTENT TYPOGRAPHY

Define fonts, sizes, weights to be used in headings, body text etc



## DEFINE COLOR PALETTE

Pick primary and secondary colors for design elements



## CREATE LAYOUT TEMPLATES

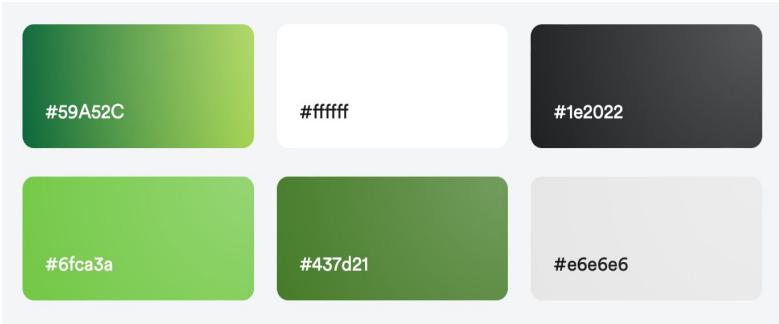
Define spacing, grids, responsive breakpoints for various page layouts

**FOLLOWING A CONSISTENT STYLE GUIDE ENSURES VISUAL COHERENCE AND ENHANCES USABILITY**

# Design System

## Color Palette

### Primary Colors



### Secondary Colors



Primary Font -> Inter

Page Title - 20px

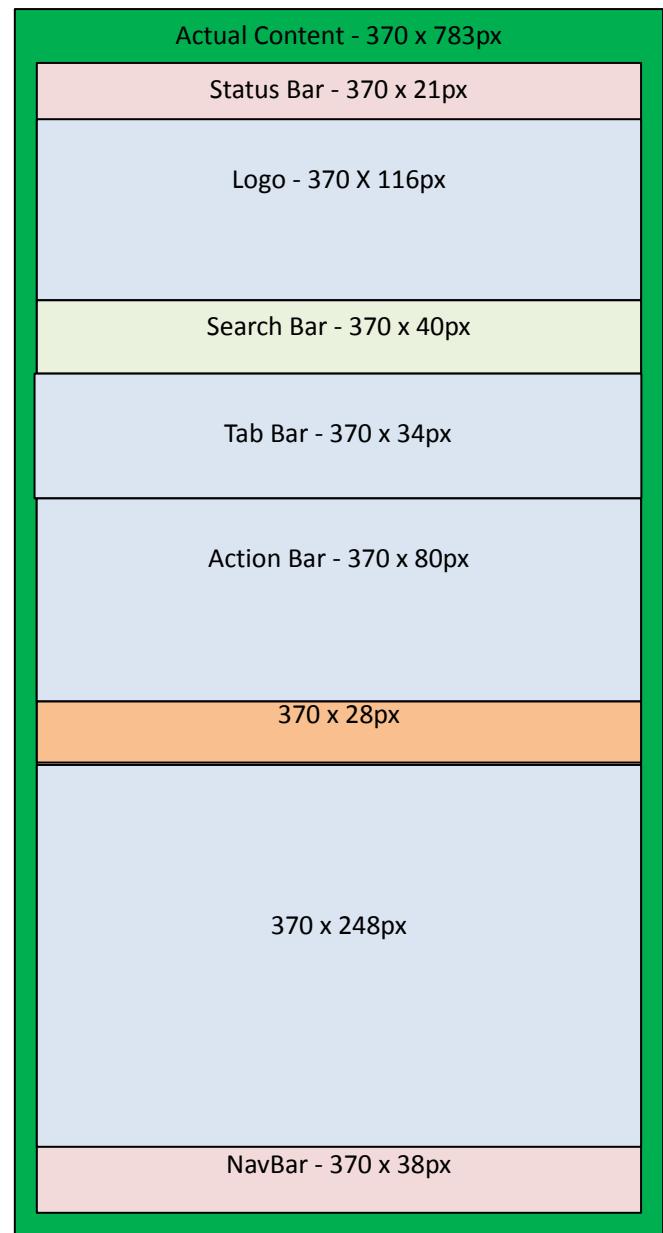
Component Title - 14px

Text - Min: 10px and Max: 16px

Buttons -> Min: 86 x 20px, MaxW: 280px, MaxH: 48px



Iphone 14 & 15 Pro - 393 x 852px





# PRODUCT OBJECTIVES

## Revolutionizing Health and Nutrition Experience

### PERSONALIZATION

Implementing a system for users to input health goals, dietary preferences, and lifestyle factors for tailor-made nutrition plans.

### INTERACTION

Offering interactive virtual nutritionists powered by AI for ongoing personalized advice and continuous improvement.

### COMMUNITY FORUM

Creating a community space for users to share experiences, tips, and support each other on their health and nutrition journeys.

# PRODUCT OBJECTIVES

Revolutionizing Health and Nutrition Experience



## SUBSCRIBE & SAVE

Introducing a subscription-based service for regular deliveries of high-quality health products.

## HIGH QUALITY PRODUCTS

Provide high quality products based on personalized plans such as protein, nutrition supplements, etc.

## RECIPE SUGGESTIONS

Suggest meticulously created recipes based on your personalized data that will help you to reach your health and nutrition goals.

# TARGET AUDIENCE



- **HEALTH-CONSCIOUS CONSUMERS**

Individuals focused on maintaining overall health through a balanced diet and quality supplements.

Age range: 25-60.

- **BEGINNERS TO NUTRITION**

Newcomers to personalized nutrition, looking for guidance and educational resources.

Age range: 18-35.

- **BUSY PROFESSIONALS**

Working individuals seeking convenient Subscribe & Save options for health products amid hectic schedules. Age range: 25-50.

- **COMMUNITY-DRIVEN USERS**

Individuals interested in connecting with a health and nutrition community, sharing experiences, and seeking support.

Age range: 18-60

- **FITNESS ENTHUSIASTS**

Active individuals seeking personalized nutrition plans and supplements for improved performance.

Age range: 18-45.

# USER NEEDS

## GUIDANCE

- There's overwhelming and conflicting advice online about healthy diets.
- Users struggle to determine what's truly credible and personalized to them, leading to confusion.

## NO PRIVACY APPREHENSIONS

Users harbor concerns about the privacy and security of their personal data on health and nutrition platforms.

## EASY USER INTERFACE

Navigating a complex user interface causes frustration makes it difficult for users to get access to health and nutrition.

## NO TECHNOLOGICAL BARRIER

Some people feel frustrated due to limited familiarity with digital platforms, hindering their ability to easily access and understand information about health and nutrition.

## HELP WITH BUSY LIFESTYLE

- Tracking calories and nutrients in foods is time consuming and inconvenient.
- Users may not know how many calories are in home-cooked meals or restaurant dishes.
- Users may not have enough time to buy products regularly.

# USECASES

## MIDDLEWEIGHT USE CASE 1

- **USE CASE: CUSTOMER CHOOSING ITEMS TO BE ADDED TO THE CART**
- **ACTOR - USER/CUSTOMER**
- **BASIC FLOW:**
  1. User scrolls through the products and has option of adding the selected products to cart.
  2. Before adding to the cart User is then provided with the option of selecting certain features for the product such as colour,size,etc if required for that product after selection is made.
  3. User selects the features of their choice and adds the final product to cart
  4. The user is now provided with options such as "Check-out"," Continue Shopping", and" Go to cart".
- **ALTERNATE FLOW A:**
  1. User taps on " Proceed to Checkout"
  2. User is then directed to a page to select the payment method, and to enter the details for delivery.
- **ALTERNATE FLOW B:**
  1. User taps on " go to cart" option
  2. User is taken to the cart
  3. Users can modify the features of the selected products if needed before check-out.
  4. User can also move below in the same page and add same kind of products suggested by the website if they are interested

# USECASES

## MIDDLEWEIGHT USE CASE 2

- **USE CASE - A BETTER SEARCH BAR SHOULD BE DISPLAYED.**
- **ACTOR - USER/CUSTOMER**
- **BASIC FLOW:**
  1. The customer should be able to see a big search bar at the start of the homepage.
  2. When the user clicks on the search bar, the most searched for tags or keywords should also be visible.
  3. This allows the users to get more info on the products searched for by other users.
  4. The user should be able to filter the products based on his requirements.
- **ALTERNATE FLOW A:**
  1. The User gets a dropdown page when clicking on the search bar showing trending products, etc.
  2. The user can then click on the trending products and choose to add the products to the cart directly from the dropdown page.
- **ALTERNATE FLOW B:**
  1. The user filters the products based on his requirements.
  2. The user gets a message that no products match the requirements
- **ALTERNATE FLOW C:**
  1. The user filters the products based on his requirements.
  2. The user gets a message that the required products are out of stock and not available.

# USECASES

## HEAVYWEIGHT USE CASE 1

- **USE CASE – THE USER MOVES FORWARD WITH THE PAYMENT.**
- **ACTOR - USER/CUSTOMER**
- **OVERVIEW –THIS USE CASE SHOWS THE PAYMENT METHOD USED IN NUTRIHEALTH APP.**
- **SUBJECT AREA – USER PAYMENT MANAGEMENT SYSTEM.**
- **TRIGGER – USER SELECTED REQUIRED PRODUCTS PROCEEDED TO CHECKOUT AND MAKE THE PAYMENT.**
- **PRECONDITION 1 - THE USER NEEDS TO HAVE INTERNET CONNECTION.**
- **PRECONDITION 2 - USER NEEDS TO HAVE A MOBILE OR LAPTOP TO OPEN THE APP.**
- **BASIC FLOW :**
  1. User selects the checkout option.
  2. The user is subsequently directed to verify the shipping/billing address using the preselected address.
  3. To facilitate the shipping process, users have the option to click on "add new address" if necessary.
  4. Once the user has entered the shipping address and clicks on the next button, the confirmation process is completed.
  5. User Already Provided Accurate Address Details,you can make payment using various methods, such as credit/debit cards, digital wallets (including Google, Apple, and Samsung Pay), cash on delivery, or opt for pay later options.
  6. User completes the payment and authorizes the purchase.The order is completed.
- **TERMINATION OUTCOME - USER HAS SUCCESSFULLY COMPLETED THE PAYMENT METHOD AND THE ORDER IS COMPLETED.**

# USECASES

- **ALTERNATE FLOW A:**
  1. The user has chosen to go for the debit card or credit card paymentUser enters all the required details of the cards, like Card number, CVV, etc.
  2. The user gets an option to save card or move forward with the transaction.
  3. The user saves the card and moves forward with the transaction. The payment is successfully completed
- **ALTERNATE FLOW B:**
  1. The Debit card or Credit card details are wrong.
  2. The user receives a message to enter the correct card details.
  3. The user corrects the details and the payment is successful.
- **TERMINATION OUTCOME - USER HAS ENTERED THE CORRECT OTP AND THE ORDER IS COMPLETED.**
  1. **Alternate Flow C:**
  2. User has chosen to pay from the wallet.User inputs the wallet id.
  3. A link has been sent from the app to the wallet app.
  4. User has approved the payment form the wallet and the order is successfully placed.
- **TERMINATION OUTCOME - THE USER COMPLETES THE PAYMENT USING HIS WALLET. AND THE ORDER IS COMPLETED.**
- **POST CONDITION: USER HAS SUCCESSFULLY COMPLETED THE PAYMENT USING ONE OF THE METHODS ABOVE.**

# USECASES

## HEAVY WEIGHT USE CASE 2

- **USE CASE 3 – NEW USER REGISTRATION**
- **ACTOR - USER/CUSTOMER**
- **OVERVIEW – THIS USE CASE SHOWS THE PROCESS OF USER REGISTRATION IN MY NUTRIHEALTH APP.**
- **SUBJECT AREA – USER ACCOUNT MANAGEMENT.**
- **PRECONDITION 1 - USER NEEDS TO HAVE INTERNET CONNECTION.**
- **PRECONDITION 2 - USER NEEDS TO HAVE A MOBILE TO OPEN THE APP.**
- **BASIC FLOW:**
  1. User opens the App on his laptop. User clicks on the My Account button.
  2. User is asked to login to his existing account or "Register Now" for new customers.
  3. User clicks on the register now button. User enters all the mandatory details such as email, phone number, name, etc.
  4. When the Register now button is clicked, a validation is performed to check if all mandatory fields meet the required format criteria or if any field is left empty.
  5. User has now logged into the app and can search for or buy his favourite products.
- **TERMINATION OUTCOME - UPON PROVIDING THE NECESSARY INFORMATION, THE USER HAS SUCCESSFULLY COMPLETED THE REGISTRATION PROCESS ON THE APP.**
- **ALTERNATE FLOW A:**
  1. User clicks on the "Login to your account" button.
  2. User provides details like email address and password.
  3. User has successfully logged into his account.

# USECASES

- **ALTERNATE FLOW A:**
  1. User clicks on the "Login to your account" button.
  2. User provides details like email address and password.
  3. User has successfully logged into his account.
- **TERMINATION OUTCOME - USER IS LOGGED IN TO THE ACCOUNT AND CAN CONTINUE SHOPPING.**
- **ALTERNATE FLOW B:**
  1. User Incorrectly Inputs password.
  2. The user clicks on a hyperlink labeled "forgot password" to initiate the password recovery process.
  3. A password reset link is emailed to the specified email address.
  4. After resetting their password, the user will be presented with the login button once more.
  5. Upon successful authentication, the user gains access to their account and can proceed with their shopping activities.
- **TERMINATION OUTCOME - USER HAS CHANGED HIS PASSWORD AND CAN CONTINUE SHOPPING.**
- **ALTERNATE FLOW C:**
  1. The user clicks on forgot password, a wrong e-mail address is provided.
  2. User gets a warning that says "account does not exist".User is then given an choice to register.
  3. User signs up and the account is successfully created.
- **TERMINATION OUTCOME - USER HAS SUCCESSFULLY CREATED AN ACCOUNT AND CAN CONTINUE SHOPPING.**
- **POST CONDITION - THE USER WAS ABLE TO SUCCESSFULLY LOG INTO THE ACCOUNT.**

# User Research Methods Chosen:



## SWOT ANALYSIS

Perform an analysis of the company's strengths, weaknesses, opportunities and threats



## COMPETITIVE ANALYSIS

Analyze key competitors to understand their strengths and weaknesses



## USER PERSONAS

Create detailed profiles of key user types to understand their needs and goals

THESE ANALYSES WILL PROVIDE CRITICAL INSIGHTS TO CREATE AN EFFECTIVE PRODUCT STRATEGY.

# User persona overview and reasons for choosing



## USER PERSONAS OVERVIEW

User personas are a user research technique that helps designers develop a product when the focus is only on a limited audience.



## REASONS FOR SELECTING

1. By focusing only on the target audience, it is easier for the designers to present a really good product that satisfies the target audience.
2. When the design is made taking into account only a few users, it also becomes easier to understand the future scope of improvement.

THE CHOSEN PERSONAS REPRESENT THE CORE TARGET USERS FOR THE UX DESIGN BASED ON RESEARCH AND DATA.

# User persona needs and benefits



## USER PERSONA NEEDS

1. User personas are required to create realistic representation of target audience
2. User personas help designers in understanding the user needs and pain points



## BENEFITS OF USER PERSONA

1. User personas help in designing products which are user centric and focused on user needs
2. Guide designers in reducing errors and provide personalized user experience to the users
3. Help in decision-making process while designing a product as per the user needs



# USER PERSONA 1

Name: Maria Joseph

Job Title: Student

Gender: Female

Gender: Female

Education: MBA:

Bio:

Maria Joseph is pursuing an MBA at Northeastern University. She enjoys working out and being fit. She barely finds enough time to learn and research properly about protein and supplement intake.

**Goals and values:**

Goals: Work out, exercise, and stay healthy for a long time.

Values: independent, social, and dedicated to staying healthy

**Pain points:**

Fears: not taking in the right amount of proteins and supplements to stay healthy and fit.

Frustration: Barely makes time to gain information about the proteins and supplements for intake due to the heavy course load.



# USER PERSONA 2

Name: Gia Castelli

Age: 68

Gender: Female

## Bio:

Gia is a retired teacher with a Bachelor's in Education. She is now focused on maintaining an active and healthy lifestyle during her retirement.

## Goals & Values

**Healthy Retirement:** Gia's primary goal is to enjoy a healthy and active retirement by incorporating proper nutrition and fitness into her daily routine.

**Lifelong Learning and Well-being:** Gia values continued learning and believes in the importance of staying healthy and active in her golden years.

## Pain Points:

**Lack of Information:** Gia is concerned about not having access to the right information about nutrition and supplements to support her health in retirement.

**Technological Barriers:** Gia feels frustrated due to limited familiarity with digital platforms, hindering her ability to easily access and understand information about health and nutrition.

# SWOT Analysis overview and reason for choosing



## SWOT ANALYSIS OVERVIEW

SWOT analysis is one of the user research techniques used by designers where the strengths, weaknesses, opportunities and threats for improvement are studied enabling a better-updated design.



## REASON FOR CHOOSING SWOT

1. SWOT analysis assists in providing a better understanding of the product taking into account its strengths, weaknesses, opportunities and threats.
2. This will enable the design decisions to make the existing strengths better, minimise the weaknesses, provide opportunities for more improvement, and safeguard against any potential threats.

**SWOT PROVIDES A SIMPLE YET EFFECTIVE WAY TO ANALYZE THE CURRENT STATE WHICH INFORMS STRATEGIC DECISIONS GOING FORWARD.**

# SWOT Analysis Needs and Benefits



## SWOT ANALYSIS NEEDS

1. SWOT Analysis helps to assess the current product's position before deciding on new design changes
2. Helps in assess both internal(strengths and weaknesses) and external(opportunities and threats) factors which effect the business



## SWOT ANALYSIS BENEFITS

1. SWOT analysis helps in identifying potential threats such as competitors and changes in user preferences
2. SWOT Analysis allows to build on strengths, work on weaknesses, look into opportunities and stay aware of threats
3. Helps in decision making by considering the current trends and performing changes accordingly

# SWOT Analysis

 <b>STRENGTHS</b> <ul style="list-style-type: none"><li>OFFERS A VAST COLLECTION OF NUTRITIONAL INFORMATION, HEALTH SUPPLEMENTS, FITNESS ROUTINES AND MEAL RECIPES</li><li>EASY-TO-NAVIGATE DESIGN ENHANCES USER EXPERIENCE AND ENCOURAGES USER ENGAGEMENT</li><li>CUSTOMIZABLE MEAL PLANS, WORKOUT ROUTINES AND GOAL TRACKING CATER TO INDIVIDUAL USER NEEDS AND PREFERENCES</li></ul>	 <b>WEAKNESSES</b> <ul style="list-style-type: none"><li>REGULAR UPDATES ARE NECESSARY TO KEEP THE NUTRITIONAL DATABASE CURRENT AND RELEVANT</li><li>NEW USERS MAY REQUIRE TIME TO FAMILIARIZE THEMSELVES WITH THE APP'S FEATURES AND FUNCTIONALITIES</li><li>COLLECTING AND STORING PERSONAL HEALTH DATA MAY RAISE PRIVACY ISSUES AND DETER SOME USERS FROM FULLY ENGAGING WITH THE APP</li></ul>
 <b>OPPORTUNITIES</b> <ul style="list-style-type: none"><li>TARGETING REGIONS WHICH NOT YET HAVE HEALTH AND NUTRITION APPS CAN BROADEN THE USER BASE</li><li>INTEGRATION WITH ONLINE GROCERY PLATFORMS CAN SIMPLIFY BUYING INGREDIENTS FOR THE MEAL PLANS</li><li>IMPLEMENTING AI ALGORITHMS FOR PERSONALIZED RECOMMENDATIONS CAN ENHANCE USER ENGAGEMENT AND SATISFACTION</li></ul>	 <b>THREATS</b> <ul style="list-style-type: none"><li>COMPETING WITH WELL-KNOWN HEALTH AND FITNESS APPS MAY BE CHALLENGE</li><li>REGULATION CHANGES IN DATA PRIVACY, HEALTH CLAIMS AND DIETARY GUIDELINES COULD IMPACT APP FUNCTIONALITY</li><li>ECONOMIC UNCERTAINTIES OR CHANGES IN CONSUMER SPENDING HABITS CAN EFFECT SPENDING ON HEALTH AND WELLNESS PRODUCTS AND SERVICES</li></ul>

# Competitive Analysis overview and reason for choosing



## COMPETITIVE ANALYSIS OVERVIEW

Competitive analysis is a user research technique used by designers where they do a comprehensive study of their competitor's product to incorporate new changes to their product.



## REASON FOR CHOOSING COMPETITIVE ANALYSIS:-

1. By studying the competitor's product designers can get an understanding what are the certain features that are the customer demands the former had not addressed to ensure a good market position of the product.
2. It will also help to analyze the design patterns which will assist the designers to understand what are the current industry standards and to improve the design such that it meets the industry standards or exceeds it.

# Competitive Analysis Needs and Benefits



## COMPETITIVE ANALYSIS NEEDS

1. Competitive Analysis is required to know the competitor's strengths and weaknesses and make design change decisions accordingly
2. Helps in comparing our product with competitor's product and gain insights into new design changes which provide better user experience



## COMPETITIVE ANALYSIS BENEFITS

1. Use the information gained from competitive analysis in a way that benefits your own product
2. Determine the competitor's actions and to act accordingly for better outcome
3. Helps in understanding the current market trends so that you can stay up-to-date

# Competitive Analysis

## MYFITNESSPAL

## MINDBODYGREEN

WEBSITE

[HTTPS://WWW.MYFITNESSPAL.COM/](https://www.myfitnesspal.com/)

[HTTPS://WWW.MINDBODYGREEN.COM/](https://www.mindbodygreen.com/)

COMPETITOR TYPE

DIRECT

DIRECT

LOCATIONS

ONLINE (GLOBAL)

ONLINE (GLOBAL)

PRODUCT OFFERING

FITNESS TRACKING, PERSONALIZED DAILY PLANS

NUTRITION SUPPLEMENTS AND HEALTH COACHING

TARGET AUDIENCE

FITNESS ENTHUSIASTIC PEOPLE AND PEOPLE WHO PREFER HEALTHY LIFESTYLE

FITNESS ENTHUSIASTIC PEOPLE AND PEOPLE WHO PREFER HEALTHY LIFESTYLE

BUSINESS SIZE

LARGE

LARGE

# Competitive Analysis

## MYFITNESSPAL

### UNIQUE VALUE PROPOSITION

FITNESS TRACKING AND PERSONALIZED MEAL PLANS

### FIRST IMPRESSIONS (DESKTOP)

USER FRIENDLY, EASY TO NAVIGATE, INFORMATIVE

### FIRST IMPRESSIONS (MOBILE)

GOOD HOME SCREEN LAYOUT, INFORMATIVE

### VISUAL DESIGN

MODERN AND INNOVATIVE DESIGN

### INTERACTIONS

USER FRIENDLY, SMOOTH NAVIGATION

### CONTENT

CLEAR AND CONCISE

## MINDBODYGREEN

### HEALTH SUPPLEMENTS AND COACHING

USER FRIENDLY, INFORMATIVE

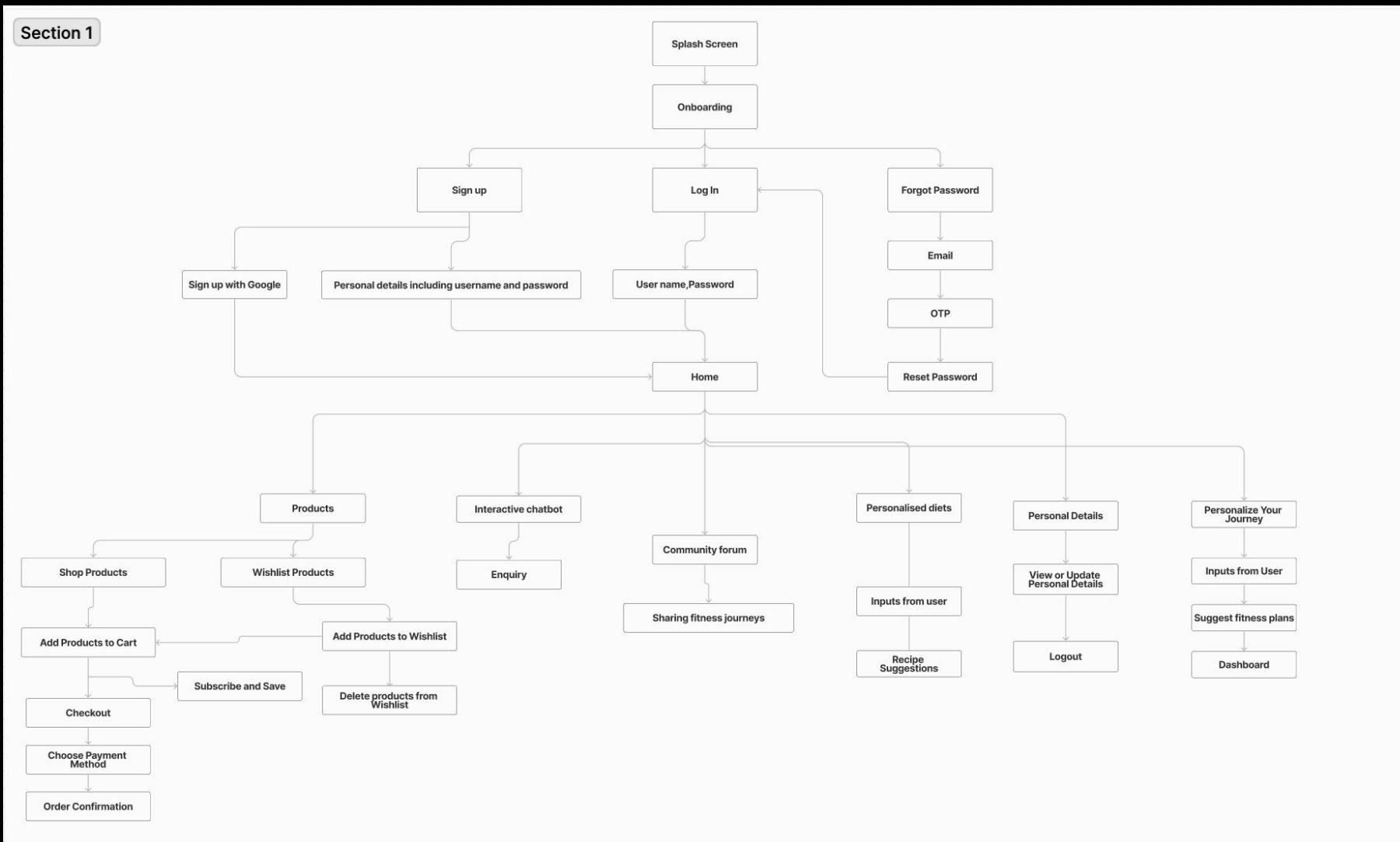
EASY BROWSING, QUICK AND SECURE CHECKOUT

MINIMALISTIC DESIGN

EASY TO ACCESS AND BUY PRODUCTS

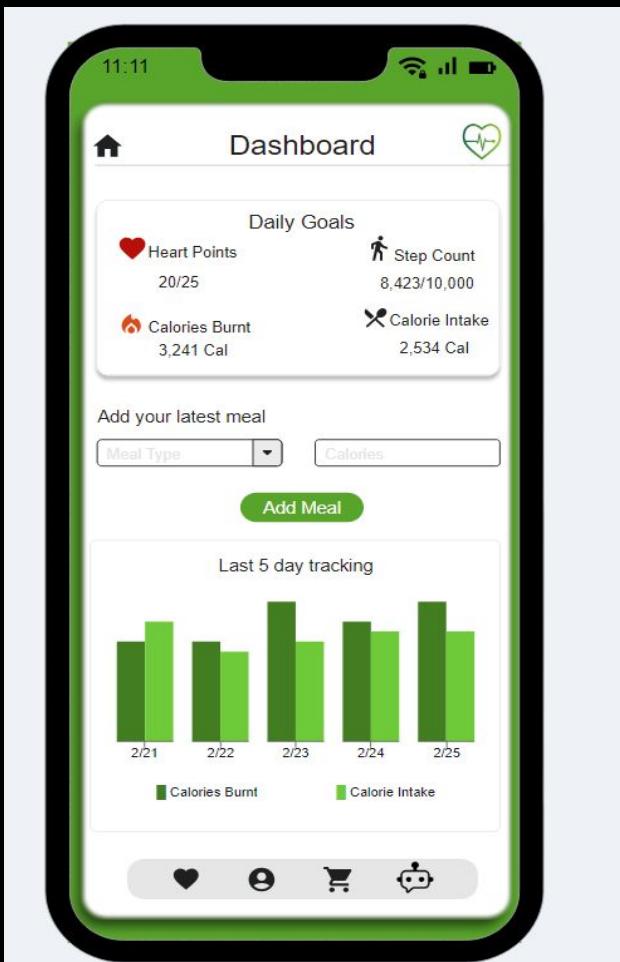
HIGHLY DESCRIPTIVE AND UNDERSTANDABLE

# Information Architecture

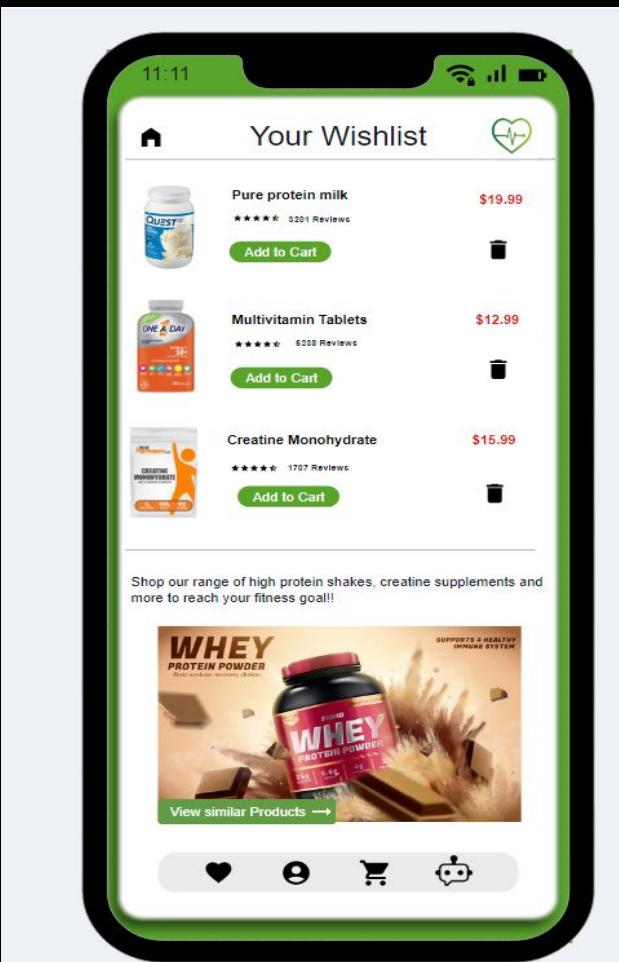


[https://www.figma.com/file/6803tPoaD5aPk1eZf3k6Ok/Group2\\_NutriHealth?type=whiteboard&node-id=o%3A1&t=c6wJU589pwgF9cen-1](https://www.figma.com/file/6803tPoaD5aPk1eZf3k6Ok/Group2_NutriHealth?type=whiteboard&node-id=o%3A1&t=c6wJU589pwgF9cen-1)

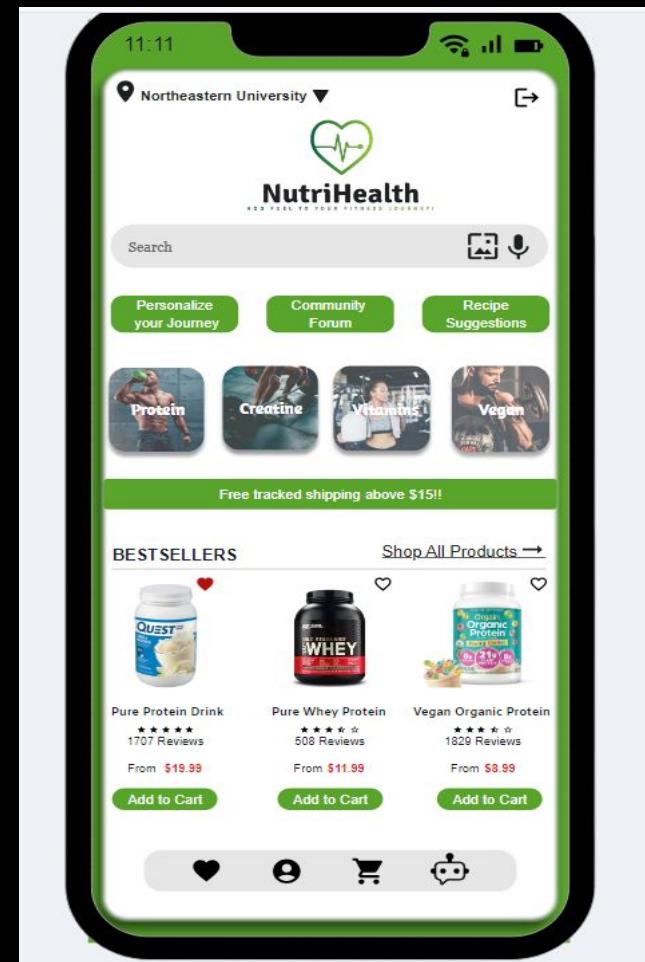
# Wireframes



Dashboard



Wishlist



Home page

<https://app.moqups.com/8WEJD3ugCMxfBmsmrlb26kYoNrcTBFS/view/page/aaeb3632c>

# Utilization of 5 planes of UX design

## Strategy Plane:

Identifying the product objectives and user needs.

The core objective is to create a personalized and user-friendly health and nutrition platform.

We used user research methods like SWOT analysis, competitive analysis, and user personas to deeply understand their target audience's needs and pain points.

## Scope Plane:

Defined through the use of cases, such as a user adding items to a cart, searching for products, and completing payment. Requirements were likely prioritized using techniques like MoSCoW to determine what must be included for the initial launch versus what could be delayed or is less critical.

## Structure Plane:

Focused on how users interact with the app, like navigating through the site, managing their subscriptions, and engaging with the community forum. This involves the architecture of the information presented and ensuring that users can easily achieve their goals.

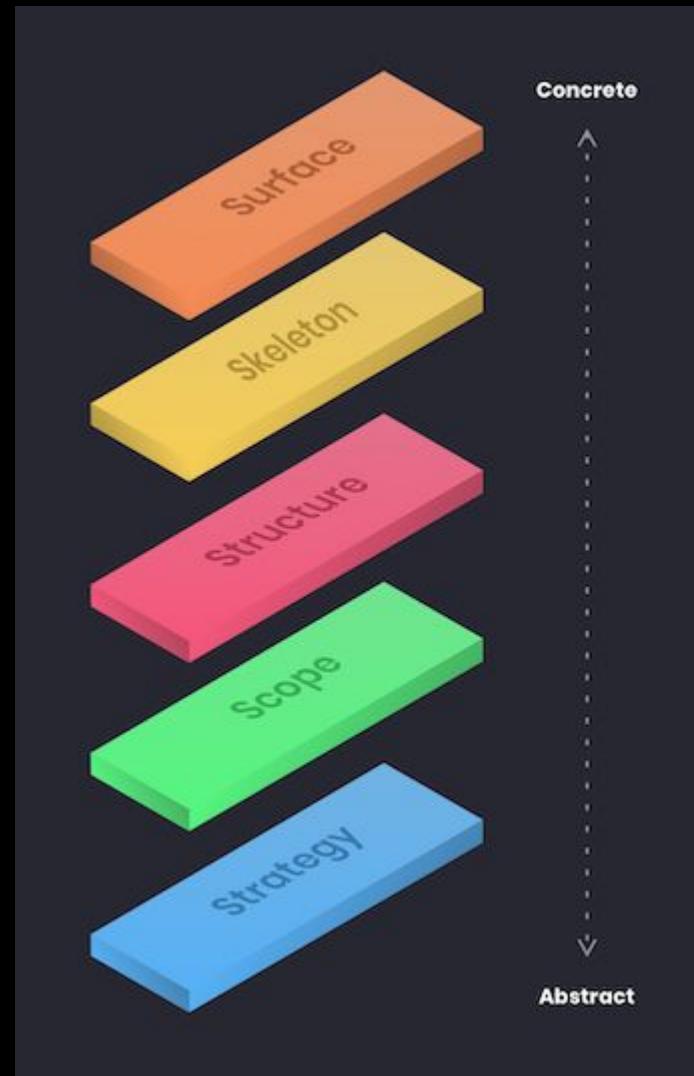
## Skeleton Plane:

Main focus was on the visual representations of data interaction points like buttons, text fields, and transitions were crafted using prototyping tools like Figma.

## Surface Plane:

The final graphical user interface that users interact with. It includes the choice of colors, typography, and element placement that aligns with the brand's style guide.

Designed to be visually appealing and informative to smoothly guide new users through the main functionalities of the app, ensuring they can quickly leverage its features.



# MOSCOW Approach

## Must Have

- User Authentication:** Secure user registration and login processes with email verification to protect user accounts.
- Health Profile Customization:** Users must be able to input personal health data, including age, dietary restrictions, and fitness goals, to personalize their experience.
- Personalized Nutrition Plans:** Automatically generate customized nutrition plans based on the user's health profile and goals.
- AI-Powered Virtual Nutritionists:** Implement AI-driven chatbots to provide real-time, personalized health and nutrition advice to users.
- Product Catalog:** A comprehensive and searchable database of health products and supplements tailored to the user's nutrition plans.
- Community Forum and Social Features:** Enable users to connect, share experiences, and support each other through a community forum.
- Recipe Database:** A collection of healthy recipes that align with the personalized nutrition plans, including filtering options by dietary preferences.
- Secure Payment Processing:** Secure and reliable payment gateway integration for purchasing subscriptions and products.
- Subscription Management:** User-friendly interface for managing Subscribe & Save options, including pausing, canceling, or modifying subscriptions.
- Basic Analytics Dashboard:** Dashboard for users to track their calorie intake, calories burnt, step count, heart points and previous data to track improvements.

## Should Have

- Multi-Language Support:** The platform should support multiple languages to cater to a diverse user base.
- Advanced Search and Filtering:** Enabling users to search for products, recipes, and health content based on more granular filters like specific dietary restrictions, allergens, or nutrient values.
- Grocery List Integration:** A feature to create and manage grocery lists based on the user's meal plans and recipes, with the ability to share lists or sync with third-party grocery apps.
- Family Accounts:** Allowing users to create and manage family accounts, with shared meal plans, shopping lists, and health profiles for family members.
- Meal Prep and Batch Cooking Tools:** Tools to help users plan and prepare meals in advance, including batch cooking and portioning guides.
- User-Generated Content Moderation:** A moderation system to review and approve user-generated content, such as recipes and success stories, to maintain quality and appropriateness.
- Health Condition Management:** Tailored nutrition plans and recommendations for users with specific health conditions, such as diabetes, high blood pressure, or food allergies.
- Fitness Tracking and Workout Plans:** Integration with fitness tracking apps or devices to monitor physical activity and provide personalized workout plans based on user goals.
- Rewards and Loyalty Program:** A points-based rewards system for user engagement, referrals, or purchases, with the ability to redeem points for discounts or free products.
- Meal Planning and Grocery Integration:** Allowing users to create meal plans based on their nutrition plans, with the ability to generate grocery lists and integrate with grocery delivery services.

# MOSCOW Approach

Could Have

- Advanced Reporting Tools:** More detailed analytics and reports on user progress, including visual charts and health trend analysis.
- Live Events and Webinars:** Hosting live events, webinars, or Q&A sessions with nutrition and fitness experts.
- Gamification Elements:** Introducing challenges, badges, and rewards to motivate users and enhance engagement.
- Personal Shopping Assistant:** AI-driven recommendations for products and supplements based on user preferences and health data.
- Voice-Activated Commands:** Integration with voice assistants like Alexa or Google Home for hands-free navigation and information retrieval.
- Offline Access:** Limited offline functionality for key features, allowing users to access their nutrition plans and shopping lists without internet.
- Dietician and Coach Consultations:** Offering optional one-on-one consultations with certified dieticians or coaches for personalized guidance.
- Nutritional Labeling and Food Scanning:** Allowing users to scan food labels or barcodes to get detailed nutritional information and track their intake.
- Corporate Wellness Program Integration:** Offering special plans and features for corporate wellness programs, with the ability for employers to manage employee accounts and track progress.
- Integration with Smart Home Devices:** Enabling users to track their health and nutrition data through smart home devices, such as smart refrigerators or kitchen appliances.

Won't Have

- Social Media Sharing:** Direct sharing of personal health progress on social media platforms from the app.
- Physical Store Integrations:** Real-time inventory checks or in-store pickup options with local health stores or pharmacies.
- Virtual Reality (VR) Fitness Classes:** Hosting VR-based fitness and wellness classes due to high development and user equipment costs.
- Insurance Partnership Discounts:** Discounts or offers linked with health insurance providers, due to regulatory and partnership complexities.
- In-app Currency or Points System:** Implementing a virtual currency or points system for transactions within the app.
- Public User Profiles:** Enabling users to make their profiles public to non-registered users for privacy concerns.
- Third-Party App Integrations:** Allowing third-party app integrations that require sharing sensitive health data, due to potential security and privacy issues.
- Custom Hardware Development:** Creating proprietary fitness trackers or health monitoring devices, focusing instead on software solutions.
- In-app Video Calls:** Real-time video consultations with nutritionists or fitness experts within the app.
- Retail Store Locator:** A feature to find local health food stores or pharmacies based on the user's location.

# Onboarding



## INTRODUCE USERS TO PRODUCT AND KEY FEATURES

Give a high-level overview of the product, how it works, and highlight the most important features users should know about



## SET UP USER ACCOUNTS

Walk users through signing up, choosing a username and password, entering contact info



## SHOW MAIN NAVIGATION AND CORE PAGES

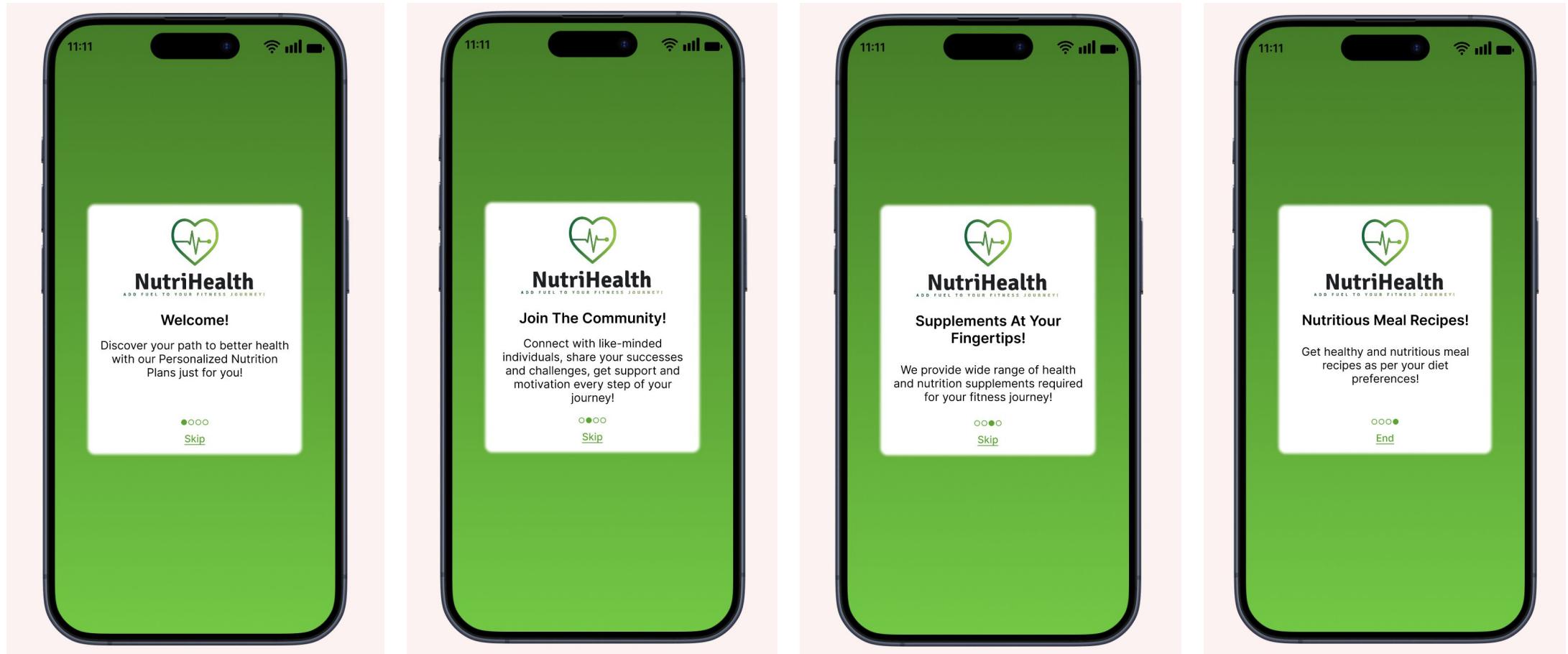
Give a tour of the main pages like home, profile, settings, how to find content etc.

**THE ONBOARDING PRESENTATION AIMS TO GET NEW USERS FAMILIAR WITH OUR PRODUCT AS QUICKLY AS POSSIBLE SO THEY CAN START BENEFITING FROM IT.**

# Onboarding

Onboarding Techniques used:

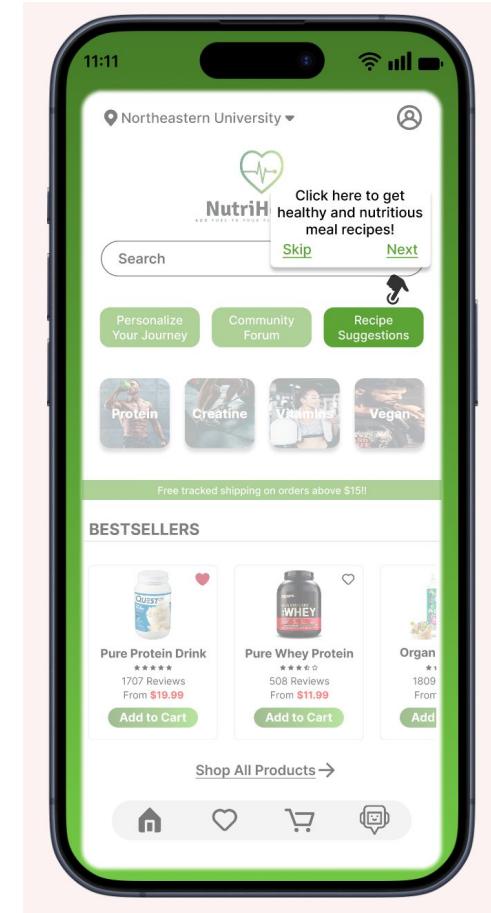
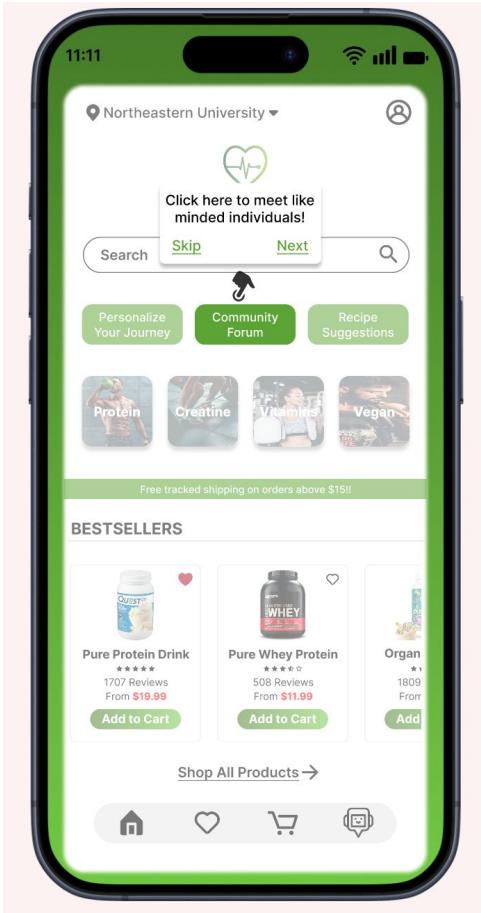
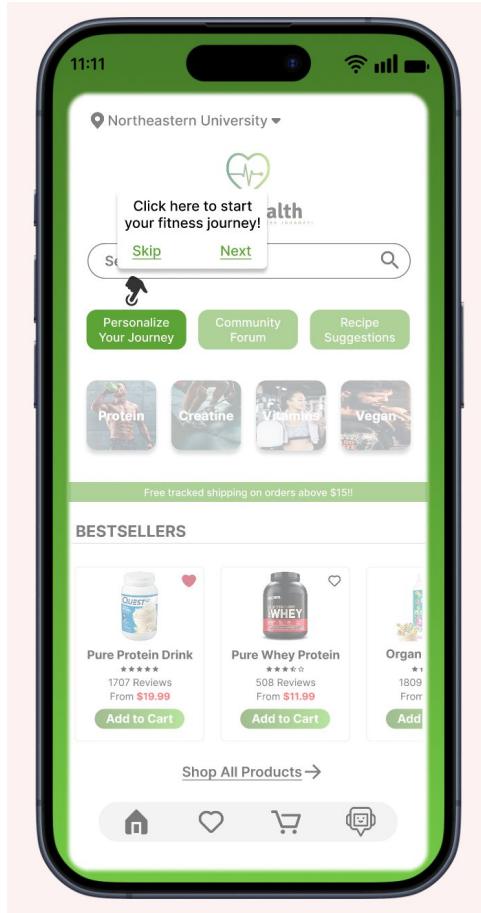
## 1. Slider Onboarding



# Onboarding

Onboarding Techniques used:

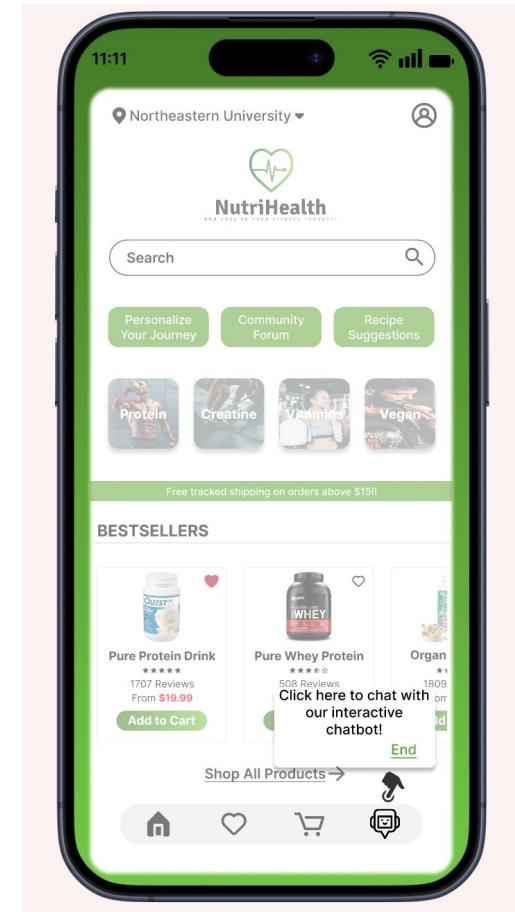
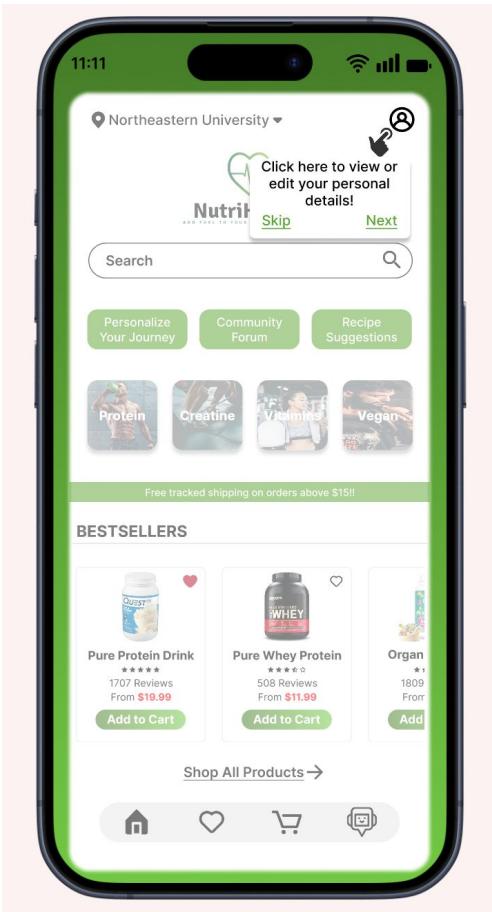
## 2. Interactive Tour/Joyriding



# Onboarding

Onboarding Techniques used:

## 2. Interactive Tour/Joyriding



# Figma Prototype

[https://www.figma.com/file/OfH1XlvQx5xQbx8NpygaoX/NutriHealth\\_FinalProject\\_Group2?  
type=design&node-id=0%3A1&mode=design&t=T4G75AUa1V6LkYjs-1](https://www.figma.com/file/OfH1XlvQx5xQbx8NpygaoX/NutriHealth_FinalProject_Group2?type=design&node-id=0%3A1&mode=design&t=T4G75AUa1V6LkYjs-1)

# CONCLUSION

- NUTRIHEALTH IS A GAME-CHANGER IN HEALTH AND NUTRITION INTERACTION.
- IT TACKLES CHALLENGES IN PERSONALIZATION, GUIDANCE, SUBSCRIPTIONS, PRODUCT TRANSPARENCY, AND EDUCATION.
- WITH INSIGHTS FROM USER PERSONAS, SWOT ANALYSIS AND COMPETITIVE ANALYSIS, NUTRIHEALTH PROMISES A SEAMLESS AND USER-FRIENDLY EXPERIENCE.
- WITH SIMPLIFIED PROCESSES, TAILORED GUIDANCE, AND TRANSPARENT INFORMATION, IT AIMS TO REVOLUTIONIZE HOW USERS ENGAGE WITH HEALTH AND NUTRITION, ENSURING A POSITIVE IMPACT ON THEIR WELL-BEING.

# FUTURE SCOPE

- To make the app accessible to more nations
- Allowing users to save their shopping carts
- Allowing users to scan food products and get all the nutritional information related to that food.
- Give Offline access to the users.
- Voice activated commands integrated with the application

*thank you*