



CALORIC**BUDGET**

Phase III: Revision and Future Aims

Ryan G. Wilson, ArtGr 672, Fall 2013

The intent of this report is to explore the design solutions for the proposed mobile application, Food Budget (to be renamed Caloric Budget). The report will explore the Prospective Changes and potential Design Concepts as discovered in Phase II, User Testing and through the October 15th, faculty review.

CALORIC**BUDGET**

Phase III: Report Scope

Prospective Changes are listed in order of importance, as defined by user testing results and feedback and for betterment of the interactivity of the system:

1. Change name from 'Food Budget' to 'Caloric Budget'
2. Add tutorial to application for first-time users and as a 'Help' system
3. Make arrows/swipes more noticeable
4. Add interactivity to weekly overview
5. Add 'Remaining Calories' to the overview screen

CALORIC **BUDGET**

Phase III: Prospective Changes

Design concepts that will be tested in this report are (1) preference for flat or glossy design and (2) layout for information display. These will be tested through A/B testing through IntuitionHQ (www.intuitionhq.com). I created these designs in Illustrator, changing only one aspect per page, such as color, typography and flat/glossy. There were some designs, specifically color choices that I did not include in the A/B testing because I did not feel that they were strong enough to continue forward with.

CALORIC**BUDGET**

Phase III: Design Concepts

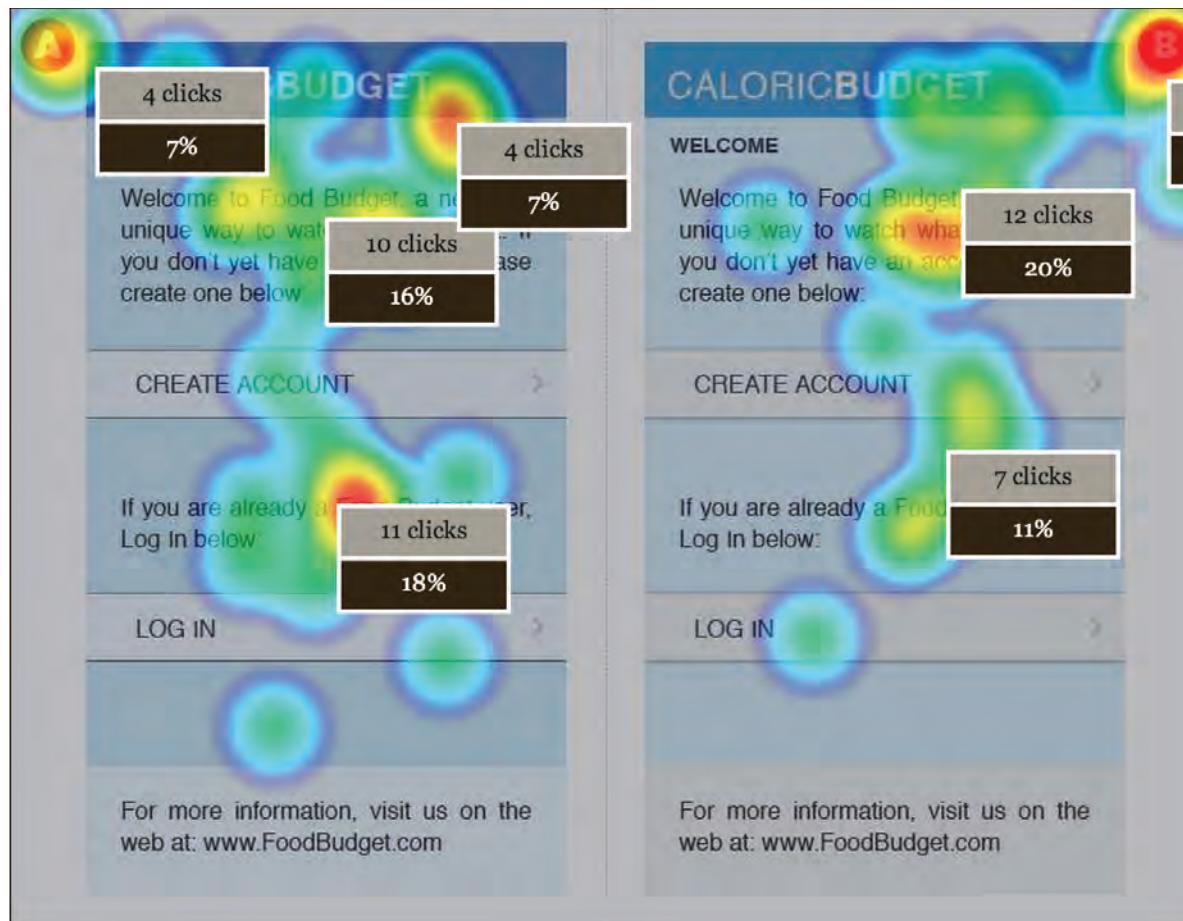
I sent out an IntuitionHQ A/B test survey to approximately 160 people from varying backgrounds (age, financial, gender, location, etc.) over email. I had 64 respondents. One respondent dropped out on question 4 and one additional dropped out on question 5. The purpose for this preference testing was to help direct the refinement for my design and decide which method to show my daily scale.

CALORIC**BUDGET**

Phase III: A/B Testing

Question 1, Which background color do you prefer?

The left color design was preferred slightly over the right. The numbers show 48% for the left and 42% for the right, leaving an unknown 10%. However, it appears that there are more clicks to the left, not producing numbers through IntuitionHQ. I would consider this to be a close even distribution.

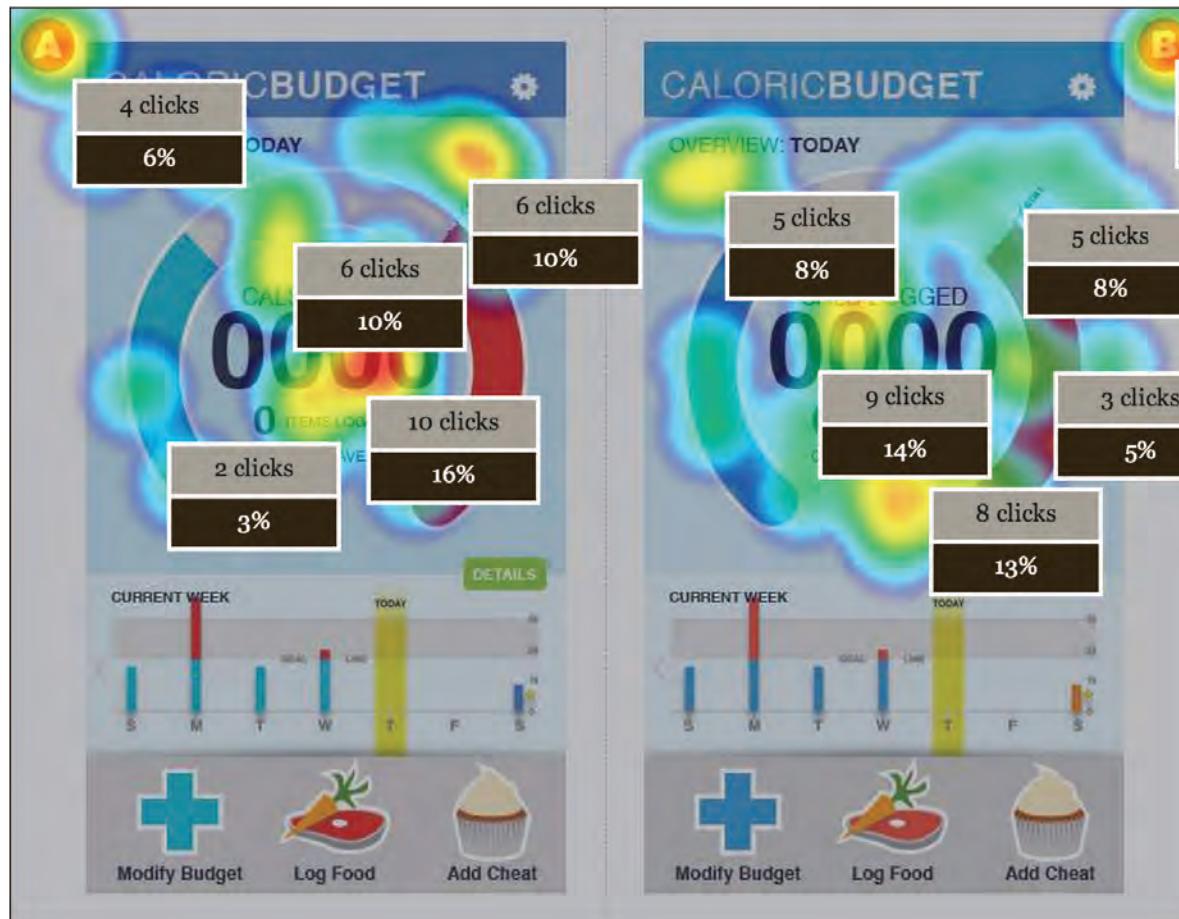


CALORICBUDGET

Phase III: A/B Testing

Question 2, Which background color do you prefer?

The left color design was preferred slightly over the right. The numbers show 49% for the left and 43% for the right, leaving an unknown 8%. However, it appears that there are more clicks to the left, not producing numbers through IntuitionHQ. I would consider this to be a close even distribution.

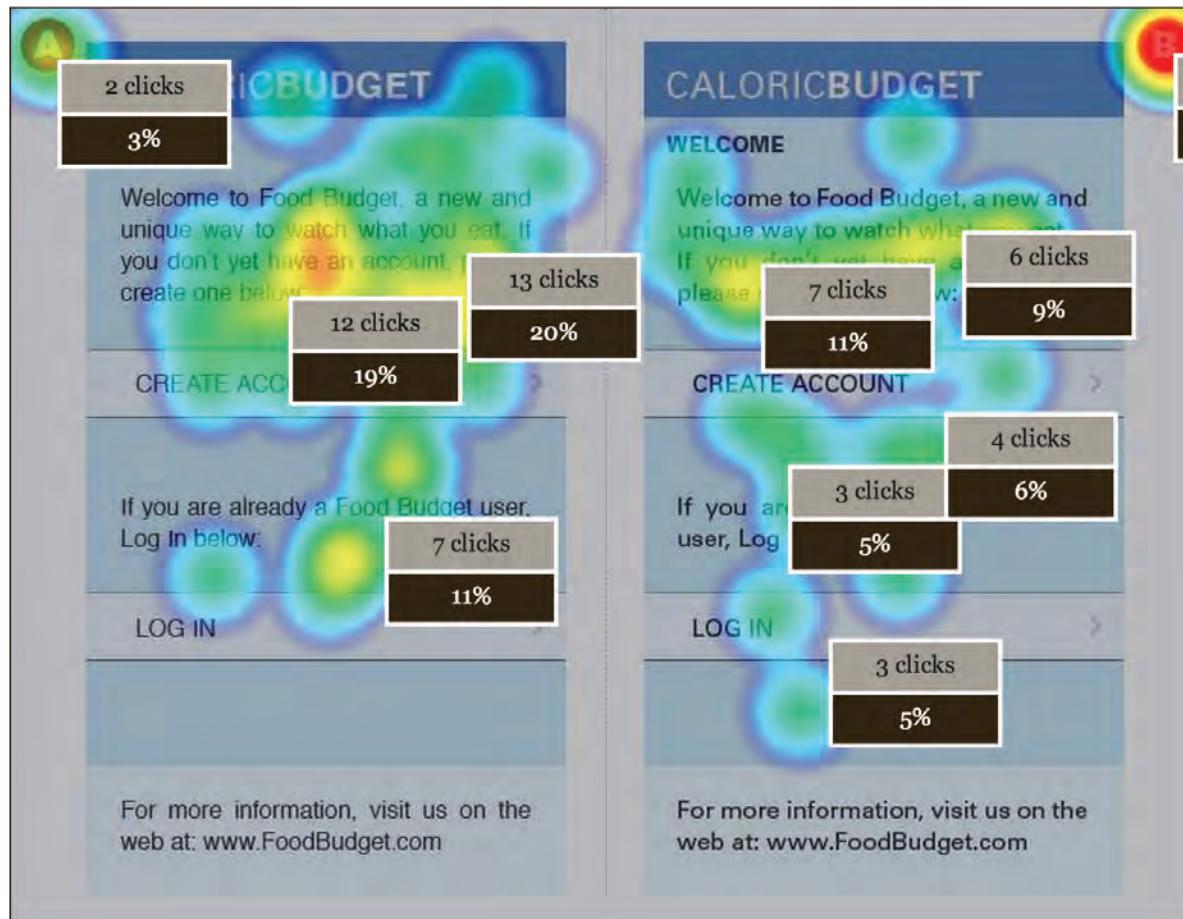


CALORICBUDGET

Phase III: A/B Testing

Question 3, Which typeface do you prefer (left,Helvetica Regular, right, Univers Roman 55)?

The left typeface was preferred slightly over the right. The numbers show 53% for the left and 44% for the right, leaving an unknown 3%. However, it appears that there are more clicks to the left, not producing numbers through IntuitionHQ.

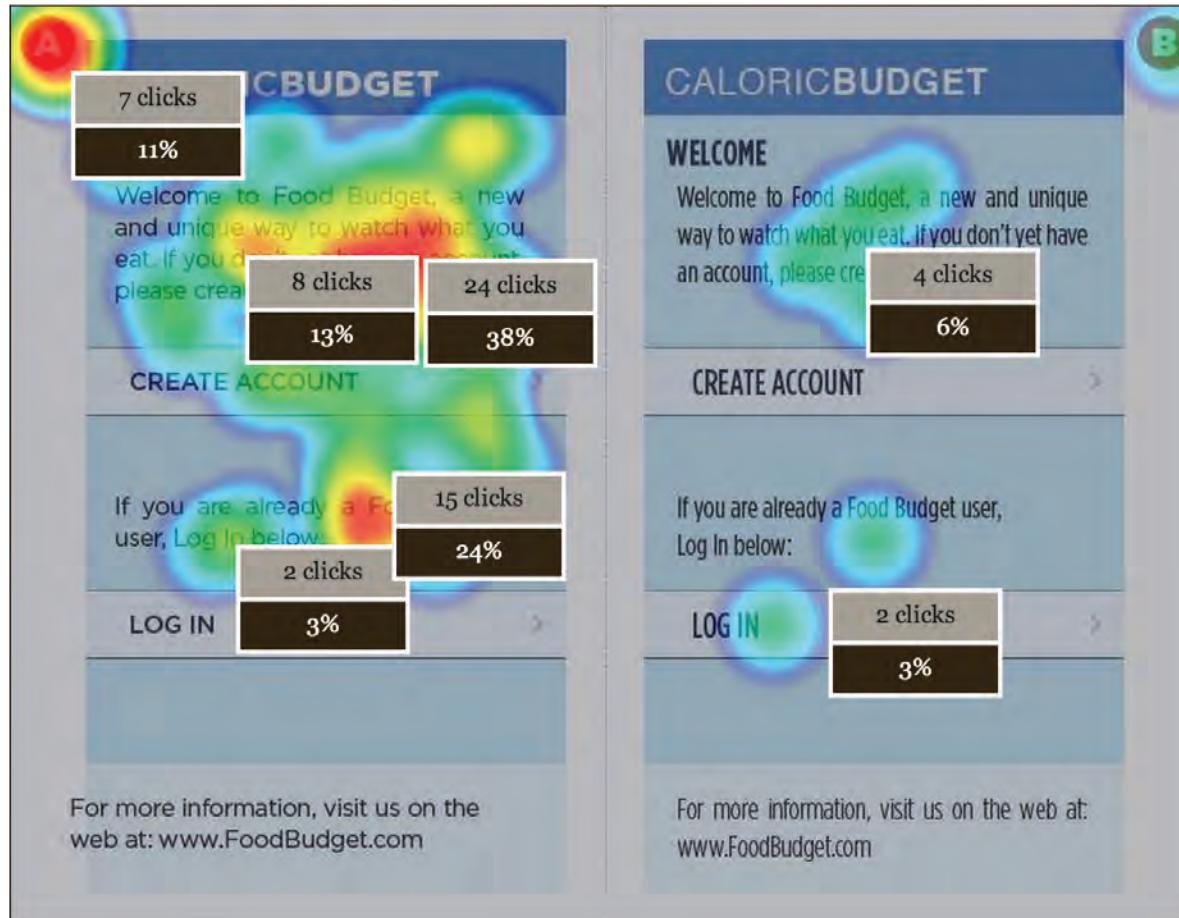


CALORICBUDGET

Phase III: A/B Testing

Question 4, Which typeface do you prefer (left, Gotham Book, right, Gotham Book Condensed)?

The left typeface was preferred overwhelmingly over the right. The numbers show 88% for the left and 9% for the right, leaving an unknown 3%.

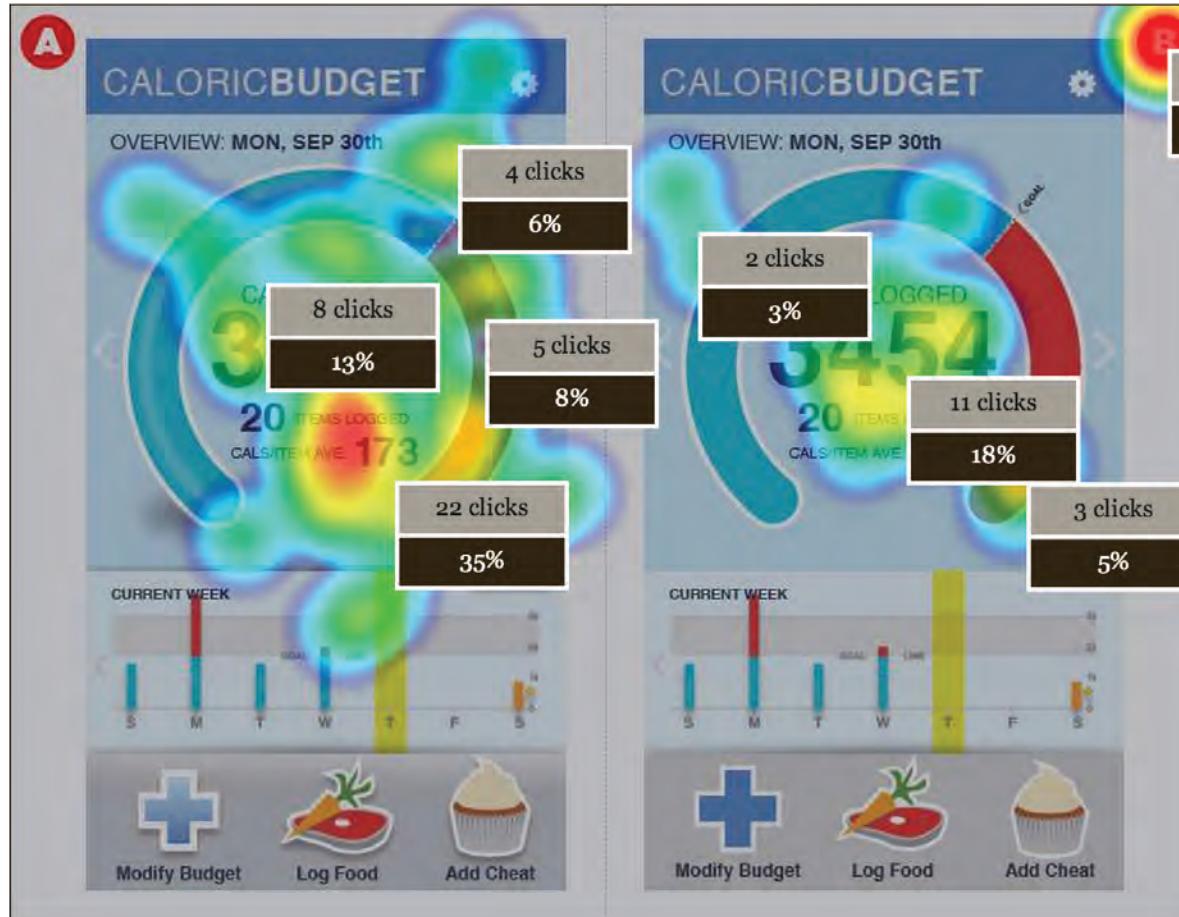


CALORIC**BUDGET**

Phase III: A/B Testing

Question 5, Which design do you prefer?

The left design glossy was preferred over the right flat. The numbers show 62% for the left and 36% for the right, leaving an unknown 2%.

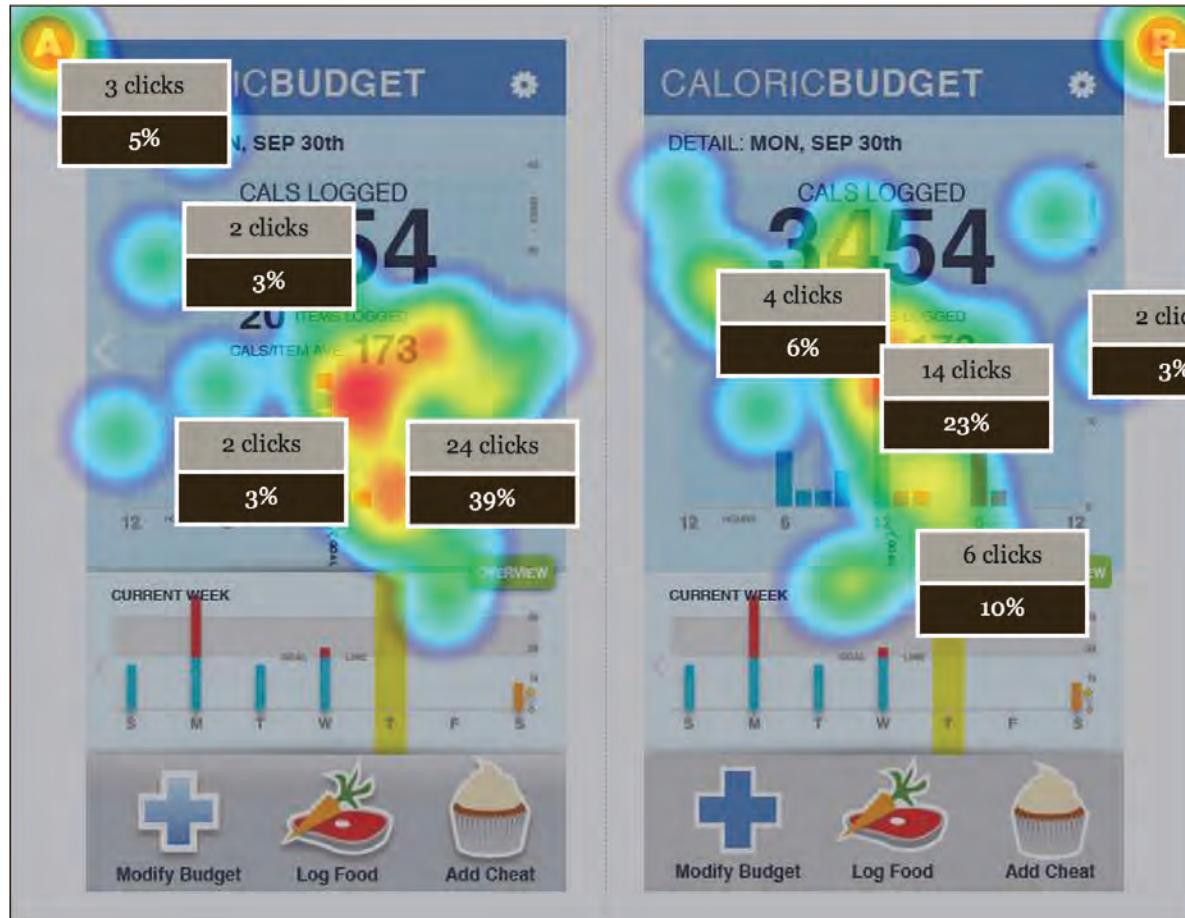


CALORICBUDGET

Phase III: A/B Testing

Question 6, Which design do you prefer?

The left boxed chart design was slightly preferred over the right conventional chart design. The numbers show 50% for the left and 47% for the right, leaving an unknown 3%. I would consider this an even distribution.



CALORICBUDGET

Phase III: A/B Testing

Question 7, Which design do you prefer?

The left semicircle chart design was overwhelmingly preferred over the modern circular chart design. The numbers show 53% for the left and 32% for the right, leaving an unknown 13%.

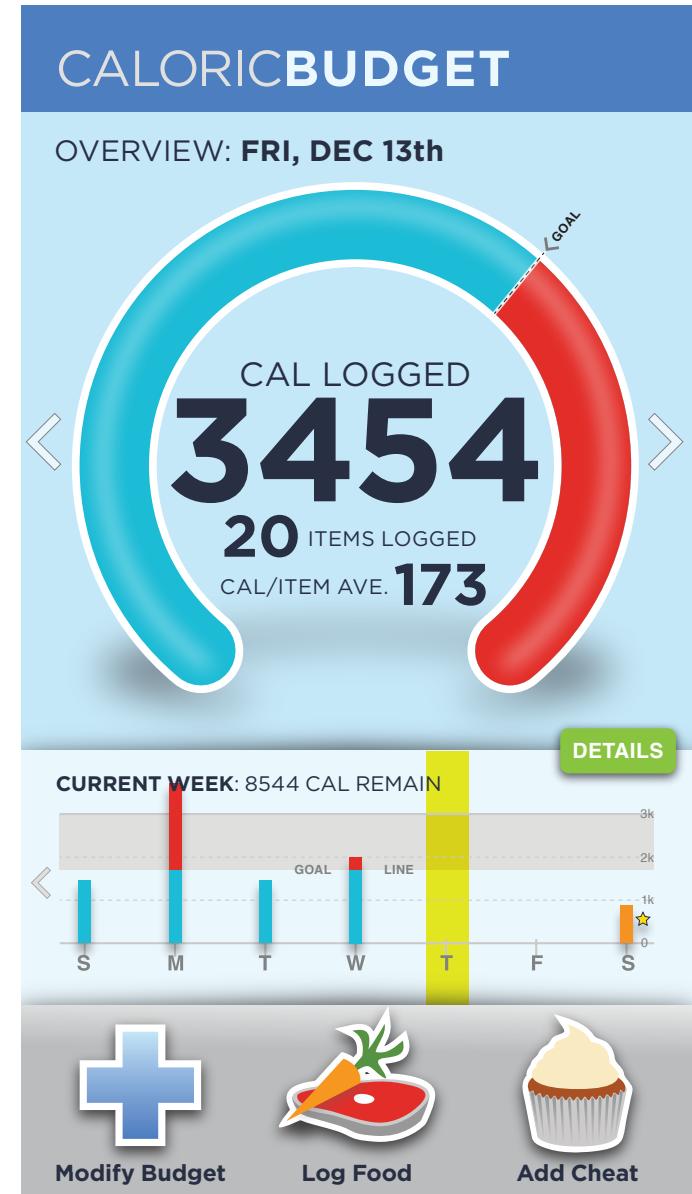


CALORIC BUDGET

Phase III: A/B Testing

A/B Testing Conclusions

From my user preference results, I will be keeping my original colors that I tested with. There was a preference to that color palette over the slightly refined 'flat' color design that I created for the secondary choice. There was an overwhelming preference for Gotham Book, however, if I were continuing to refine my design I would rested comparing Helvetica Regular to Gotham Book. There was an overwhelming preference to my glossy design. This was disappointing to me, because I was interested in creating a modernly fashionable 'flat' design for my application. Lastly, the charts that I tested with where prefered or evenly considered - I will continue with the original design of my charts.



CALORIC BUDGET

Phase III: Revision and Future Aims

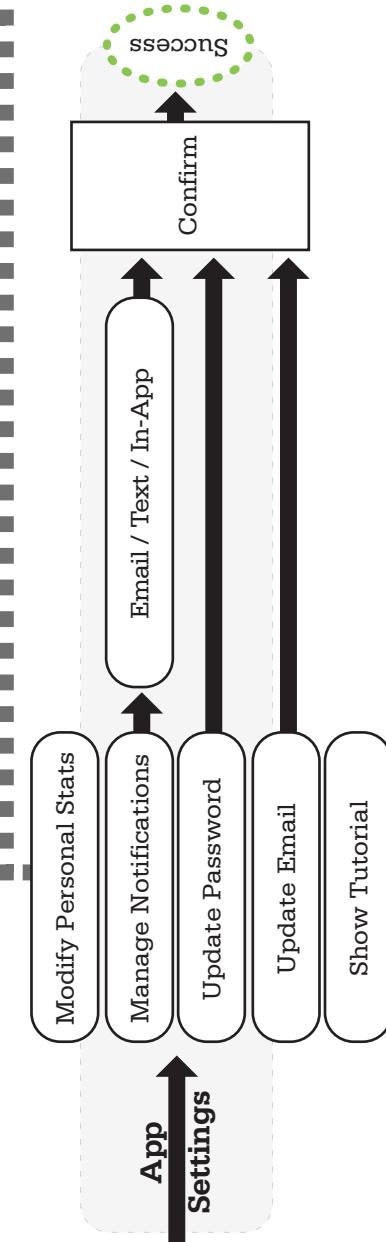
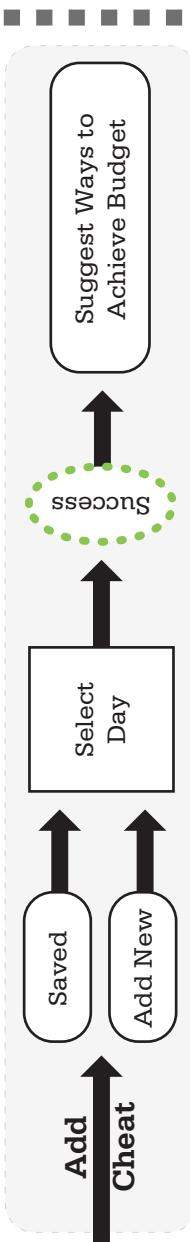
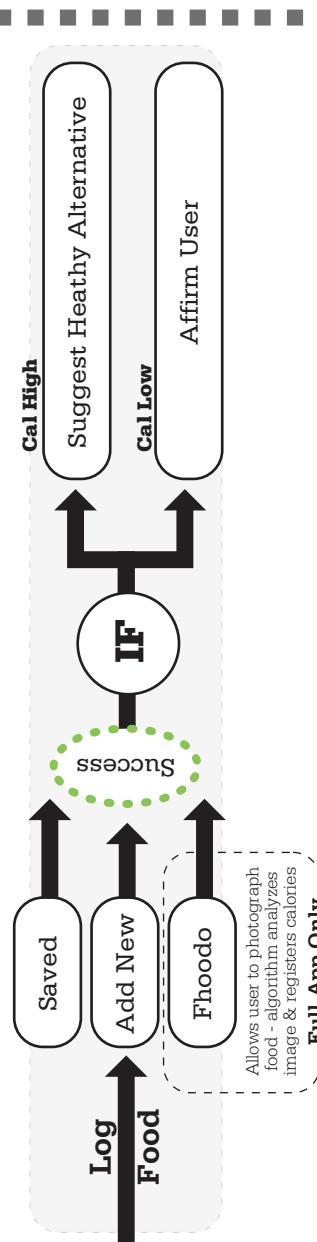
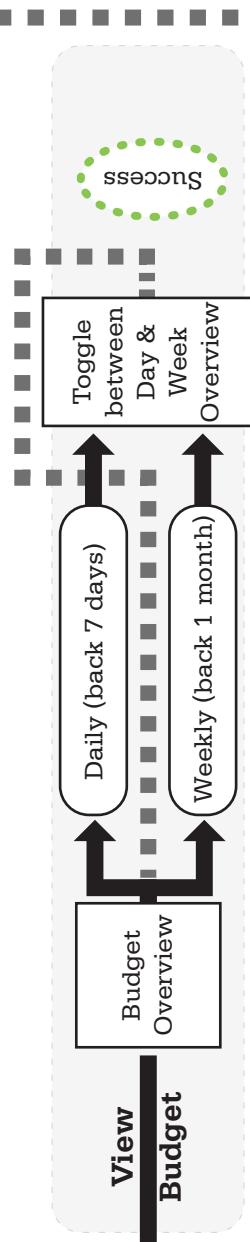
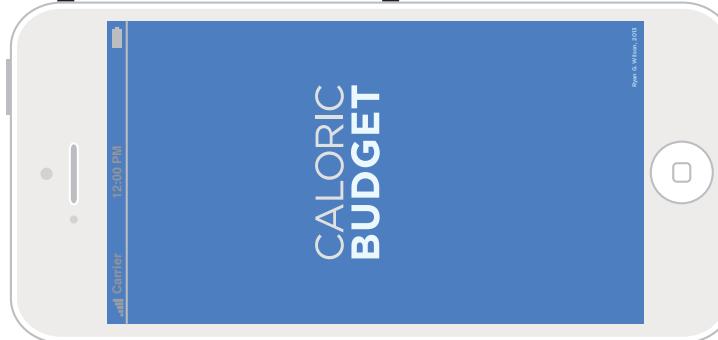
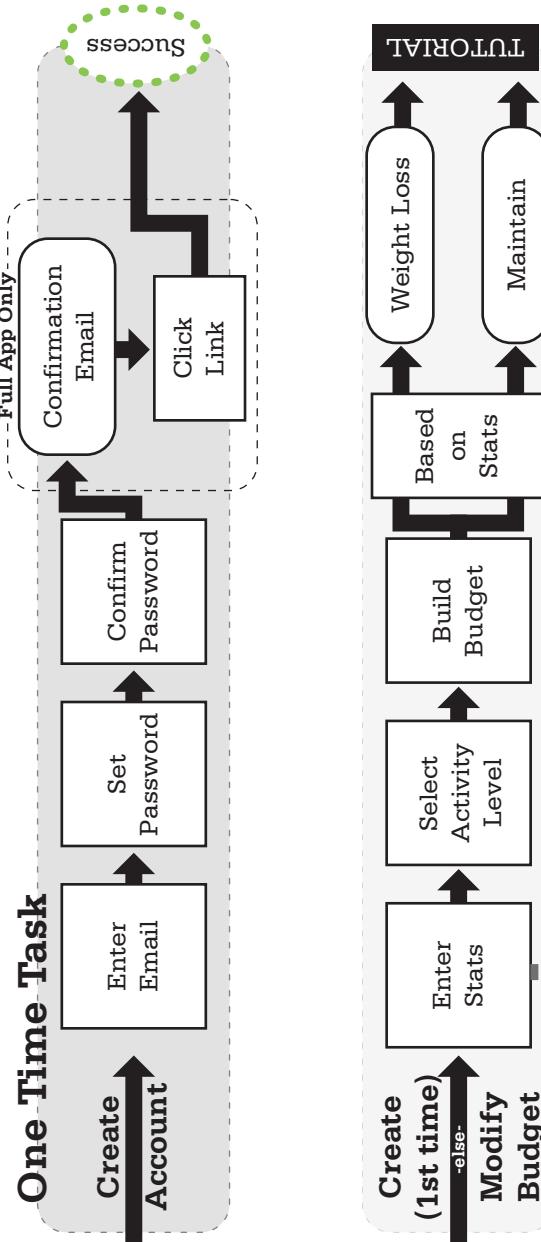
I updated my Information Architecture to reflect the one time task of viewing the tutorial system; to be viewed after creating the initial caloric budget. The tutorial is accessible (to be viewed again) after the first use through the Settings menu.

CALORIC **BUDGET**

Phase III: Refined Information Architecture

Food Budget - Mobile Application Concept, V7

One Time Task

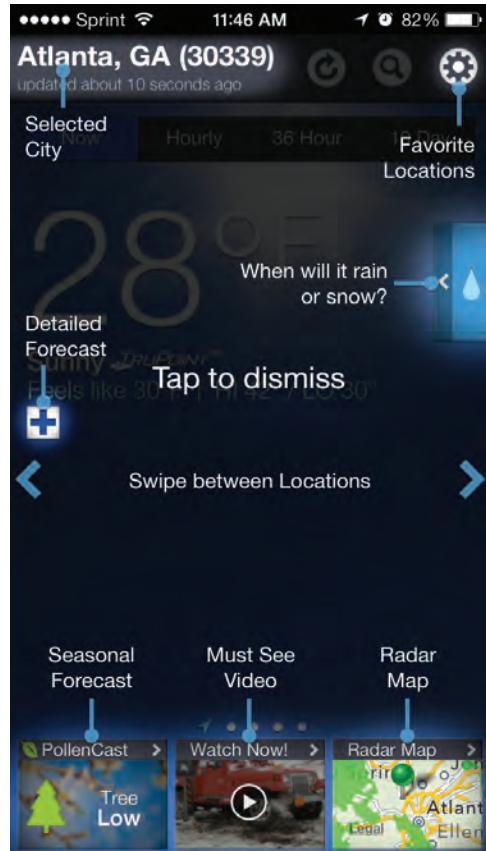


I researched applications that I was familiar with that have tutorials for first-time users. For this research I used the iOS applications, The Weather Channel (TWC) and AP Mobile. Below, you can see screenshots from both applications; a single overview panel from TWC and three overviews from AP News. Both are very similar in design, a darkened, translucent background allowing for users to see through to the application, while highlighting usable sections of the application with white (on black) text and call-outs directing the users to specific locations in the interface. The TWC application fades the black background out to show buttons underneath. The AP Mobile application repeats those assets above the black overlay. The TWC application uses arrows and text to educate the user how to “Swipe between locations”. The AP Mobile application uses a pointer hand icon and an elongated arrow to show swiping; the movement created by the elongated arrow. When the user is ready to move past the application training, the TWC application prompts users to ‘Tap to dismiss” in larger text centered in the screen, while the AP Mobile application offers no prompt, just the ‘X’ in the top left of the screen, a learned behavior in computing and mobile interaction.

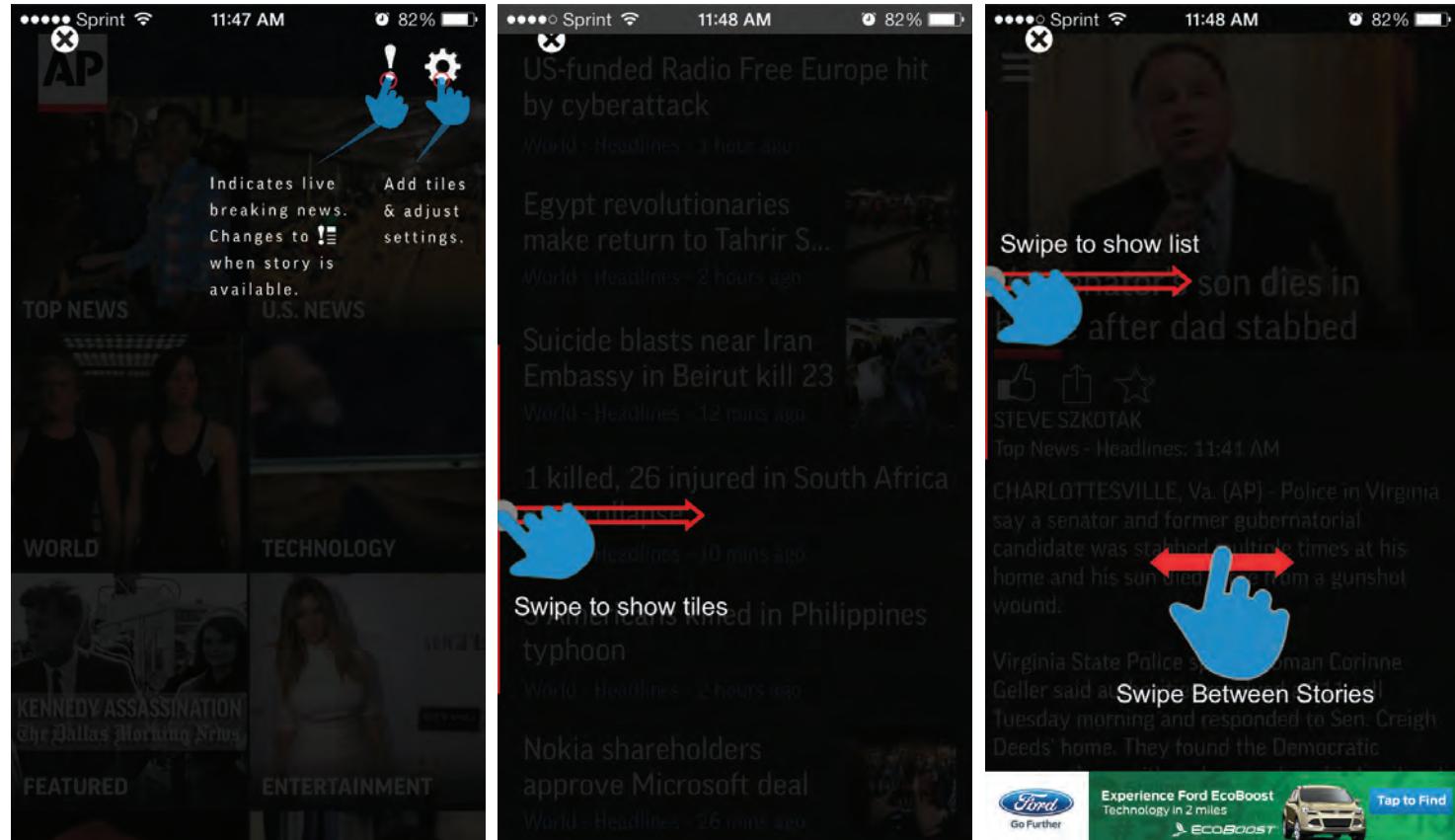
CALORIC BUDGET

Phase III: Tutorial/Overview Research

The Weather Channel

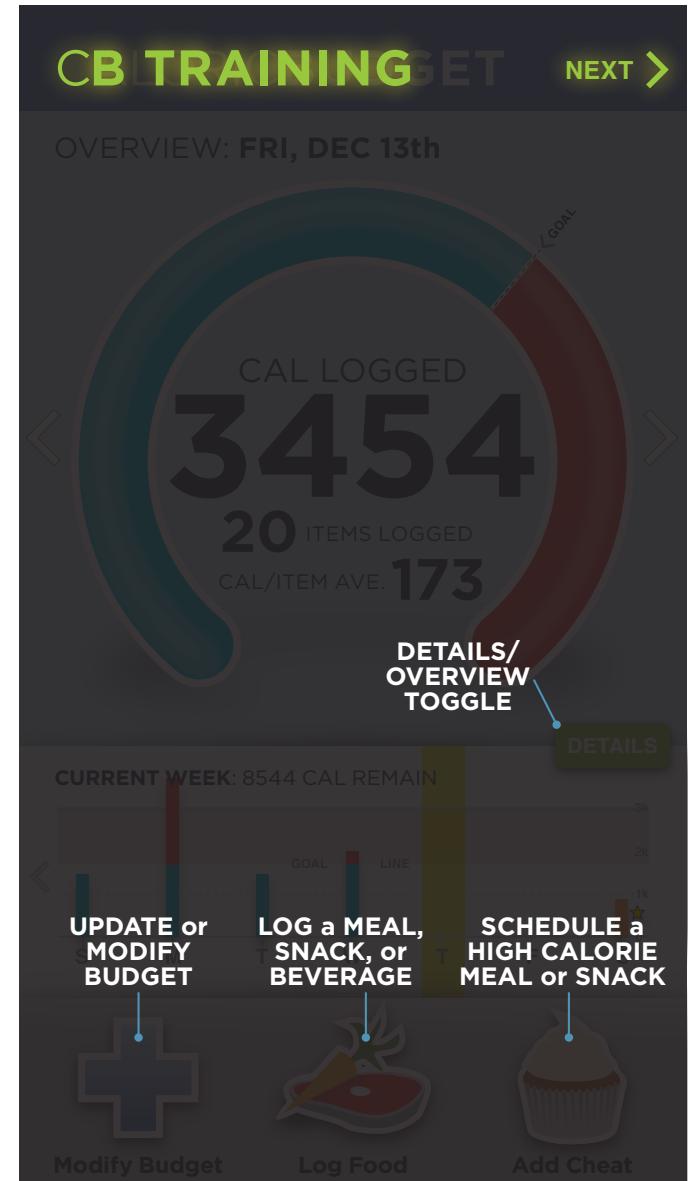


AP News



CALORIC BUDGET

Phase III: Tutorial/Overview Research



For my tutorial is used a similar design to both of the above mentioned applications. I created a translucent black overlay, allowing for users to see the application below the overlay. Then, I place white (on black) text over top with call-outs to connect concepts and draw users attention to certain sections/interactions. I found the AP Mobile application's use of showing the swipe interaction more informative to a general audience. I used a similar tactic when designing my tutorial. You can find my tutorial screens located where they appear within the application under the 'Refined Design' section of my report.

CALORIC BUDGET

Phase III: Tutorial/Overview Research

CALORIC BUDGET

Ryan G. Wilson, 2013

CALORIC BUDGET

WELCOME

Welcome to Caloric Budget, a new and unique way to watch what you eat. If you don't yet have an account, please create one below:

CREATE ACCOUNT >

If you are already have a Caloric Budget account, Log In below:

LOG IN >

For more information, visit us at:
www.CaloricBudget.com

CALORIC BUDGET BACK

CREATE ACCOUNT

Creating your Caloric Budget account is easy; just enter your email address and set a password

Email

Password

Retype Password

CREATE ACCOUNT >

CALORIC BUDGET

Phase III: Refined Design

Ryan G. Wilson, ArtGr 672, Fall 2013

CALORICBUDGET

CREATE ACCOUNT

Thank you for creating a Caloric Budget account! You are minutes away from using your account.

Please check your email for your account confirmation. Click the link within the email and you are ready to start your budget!

Once that is done, Log In below:

LOG IN



CALORICBUDGET

[BACK](#)

LOG IN

To log in, enter your email and password below:

Email

Password

LOG IN



CALORICBUDGET

[BACK](#)

CREATE BUDGET

Enter your Date of Birth, Weight, Height & Gender below:

Date of Birth (e.g. 09/30/1978)

Weight (e.g. 180lbs)

Height (e.g. 5'11")

MALE



FEMALE

ENTER STATS



CALORICBUDGET

Phase III: Refined Design

CALORIC BUDGET

[BACK](#)

CREATE BUDGET

Select your current average Activity Level:

- SEDENTARY** (Don't move much) >
- LIGHT** (Sit most of the day) >
- MEDIUM** (Light Exercise) >
- HEAVY** (Athlete) >

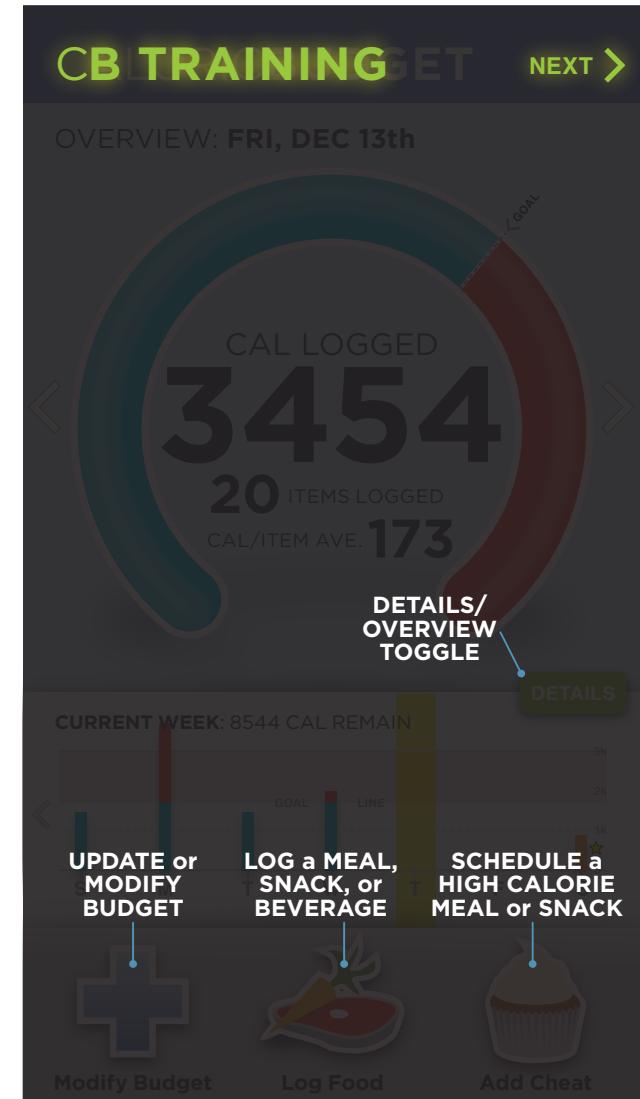
CALORIC BUDGET

[BACK](#)

CREATE BUDGET

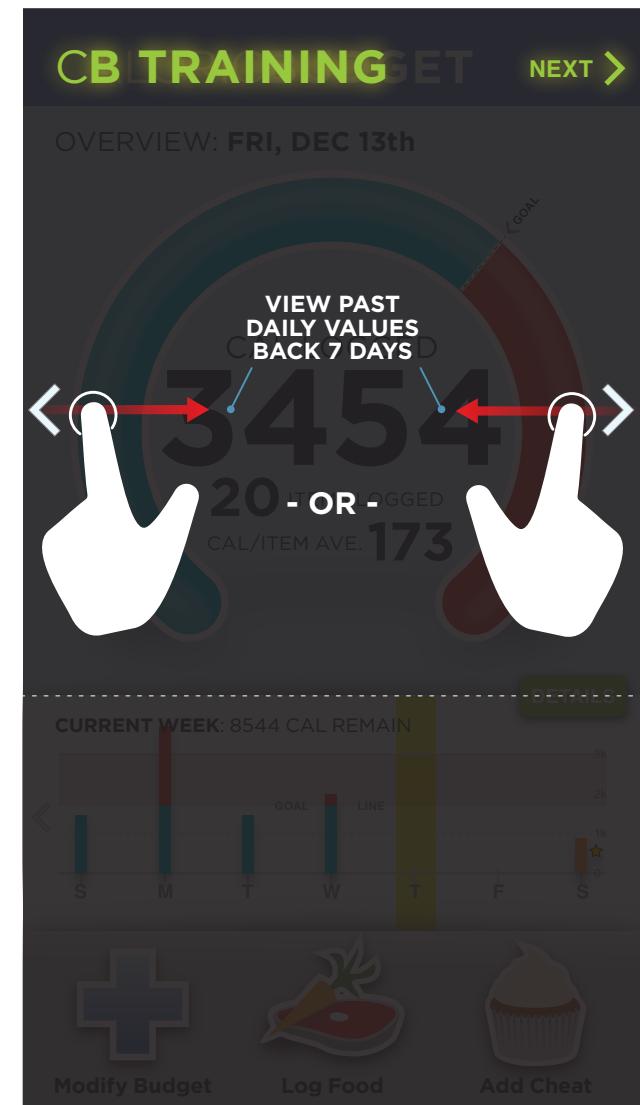
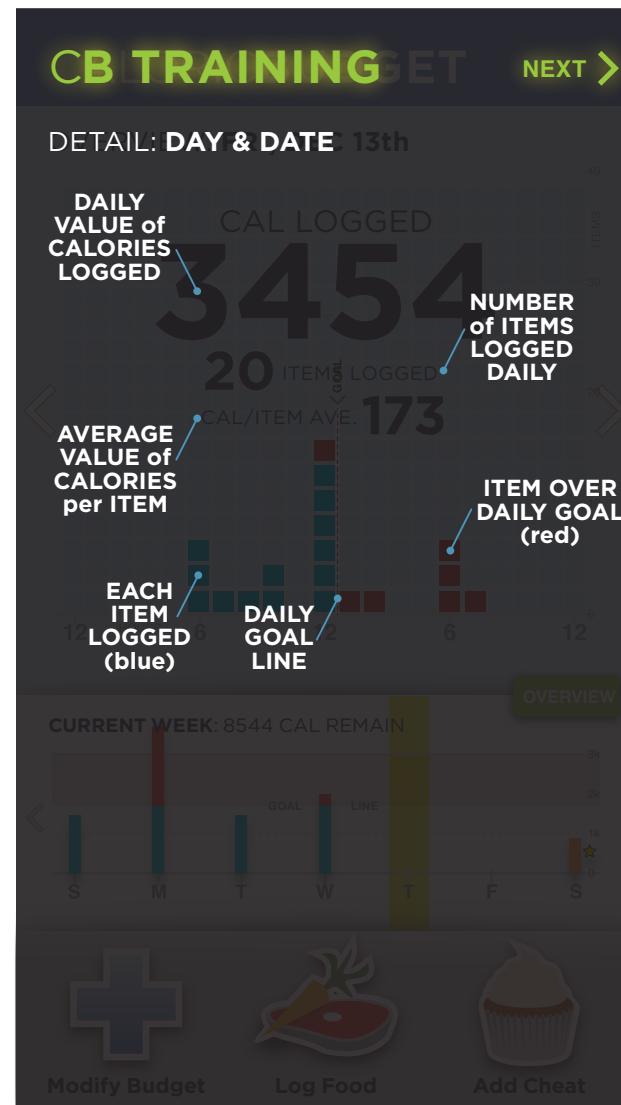
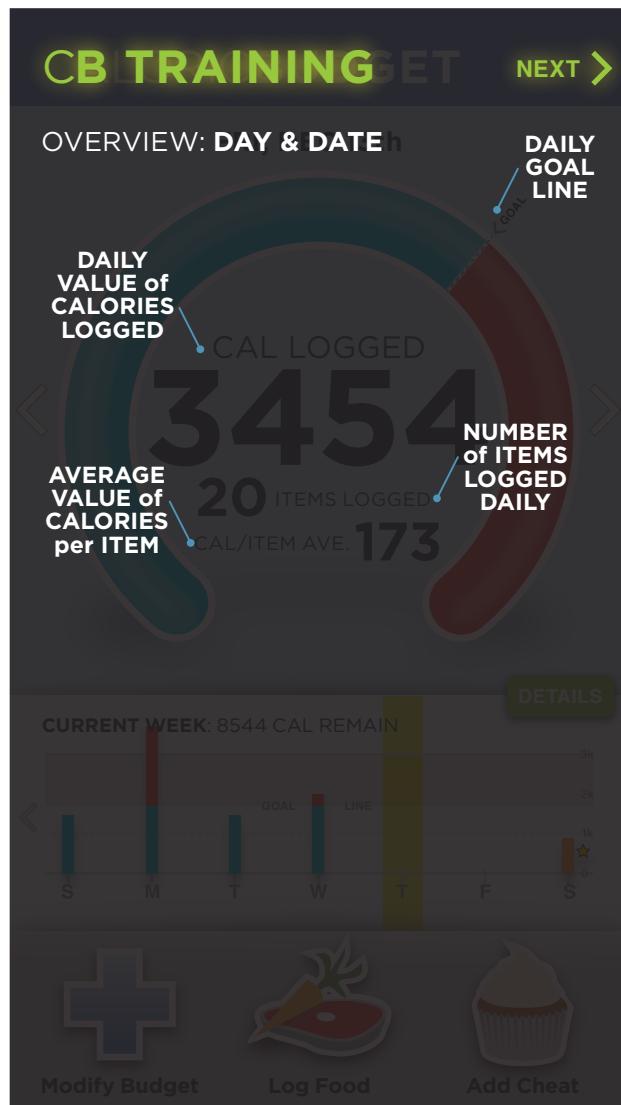
Select a budget based on:

- WEIGHT LOSS** (14,000 cal/week) >
- MAINTENANCE** (16,000 cal/week) >



CALORIC BUDGET

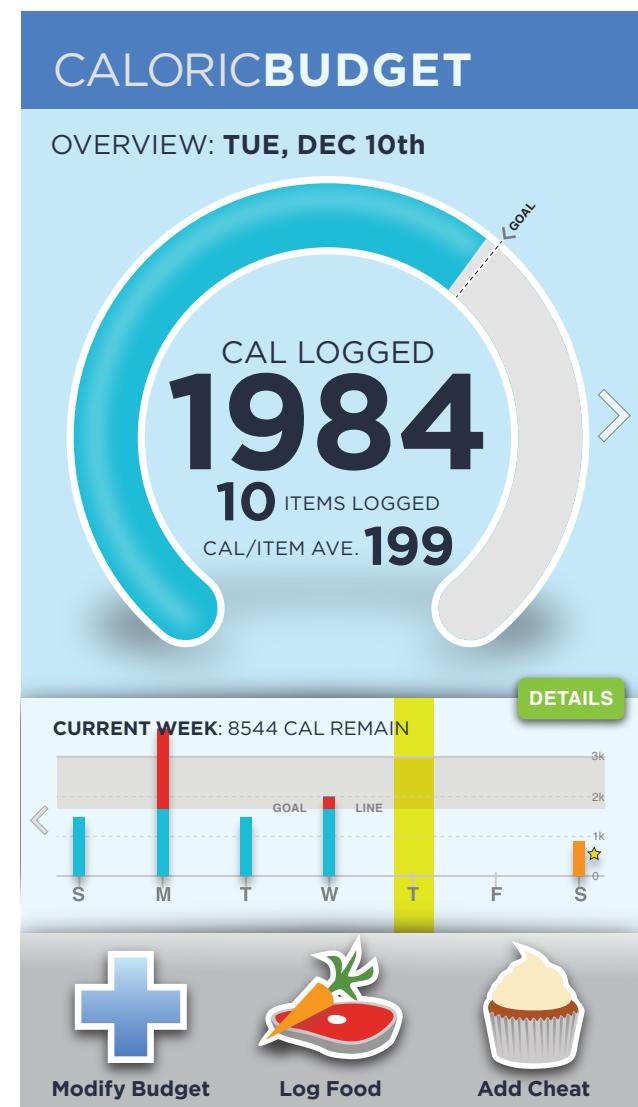
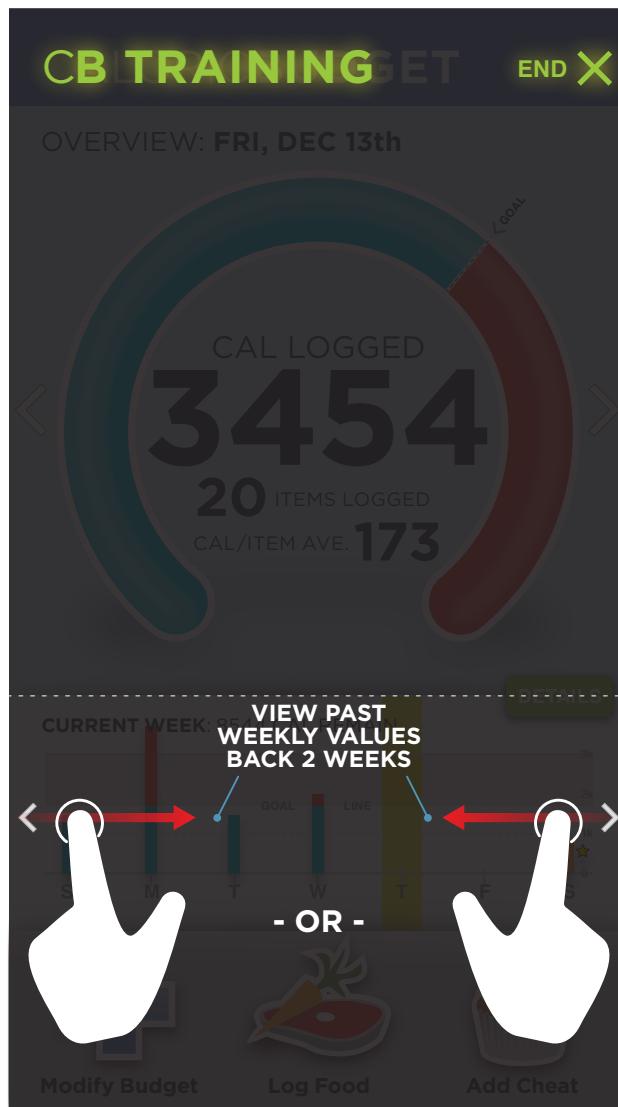
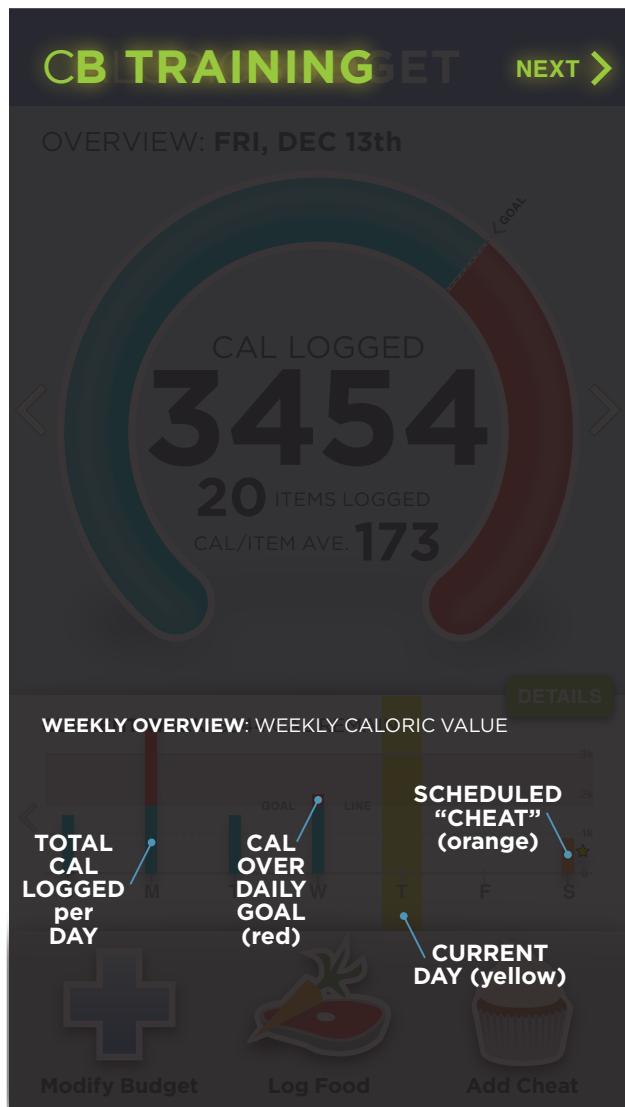
Phase III: Refined Design



CALORIC BUDGET

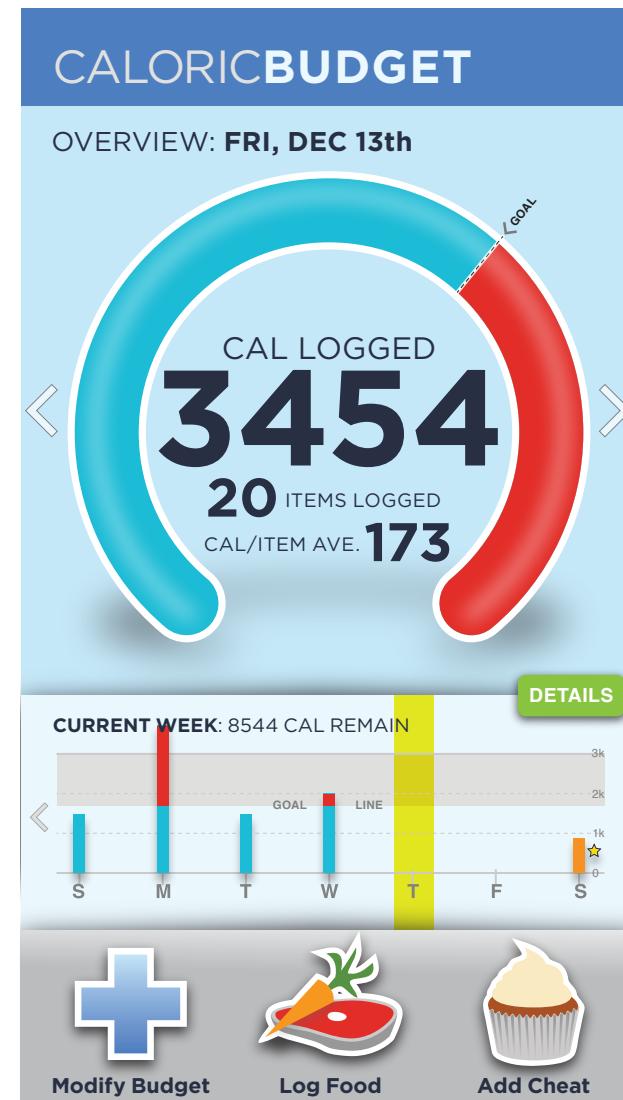
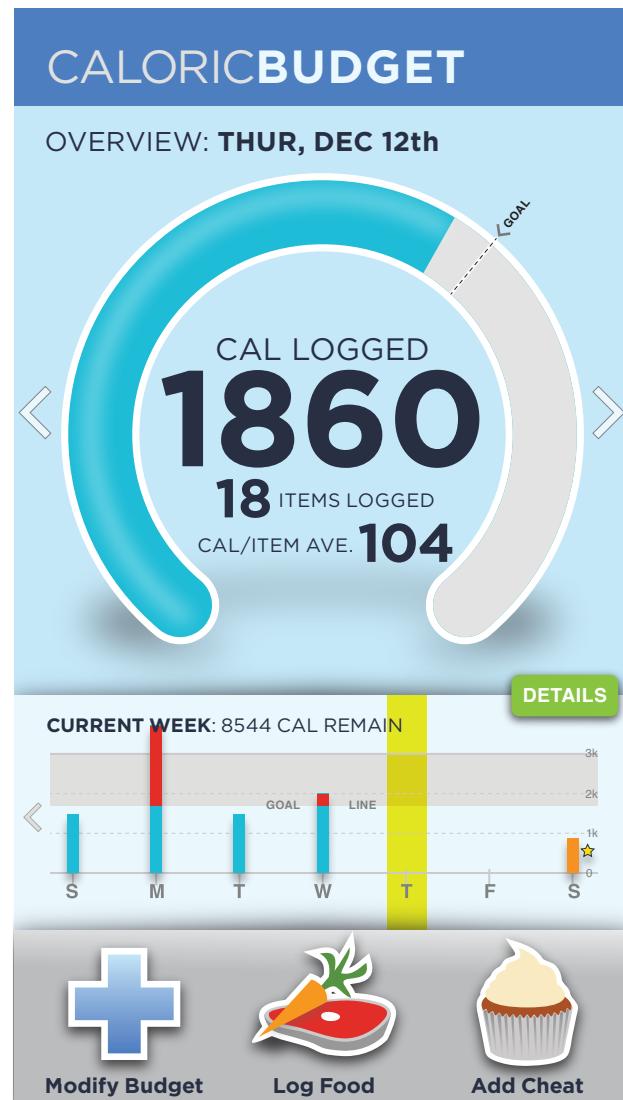
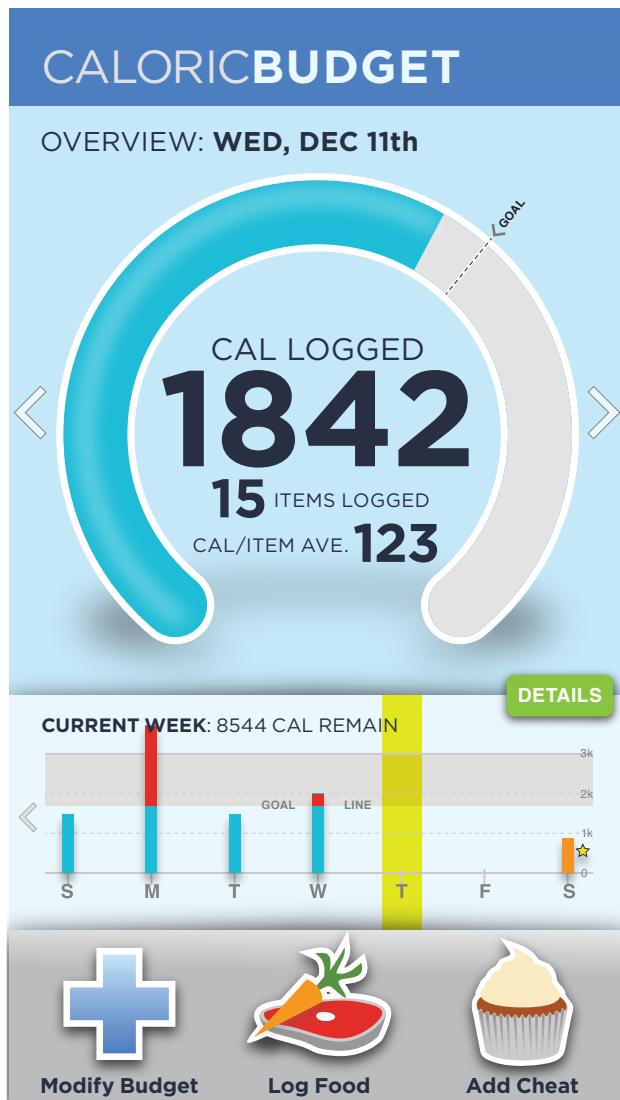
Phase III: Refined Design

Ryan G. Wilson, ArtGr 672, Fall 2013



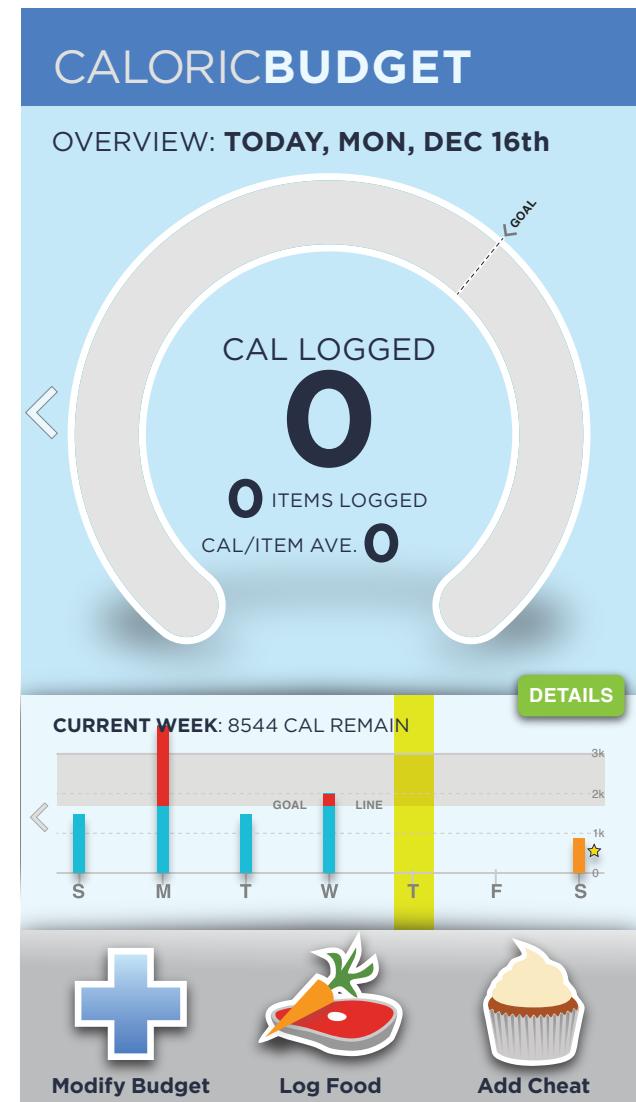
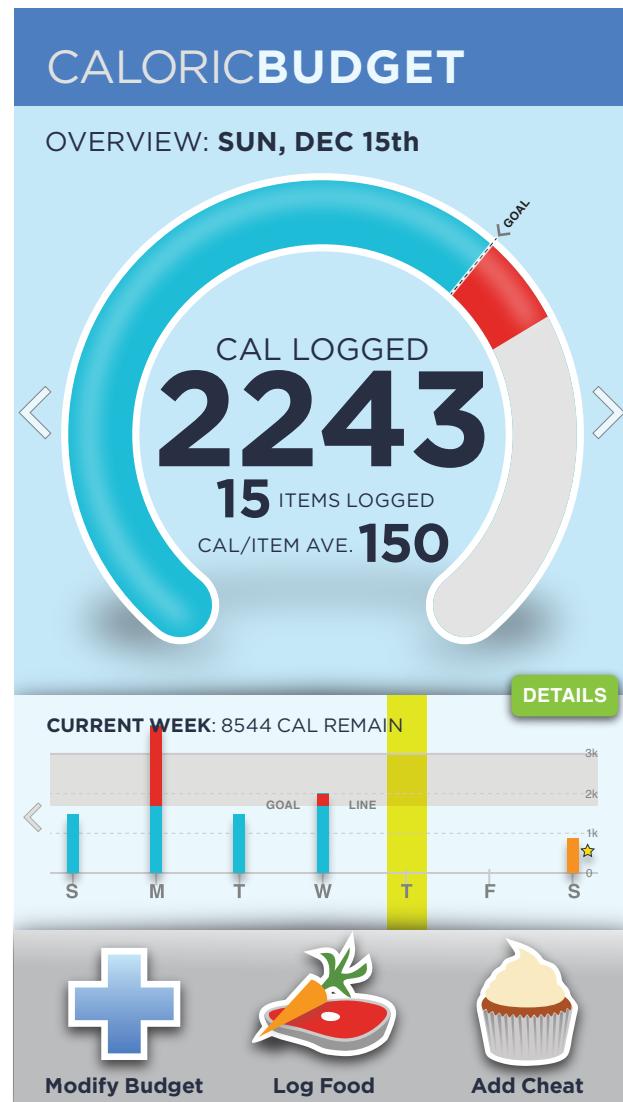
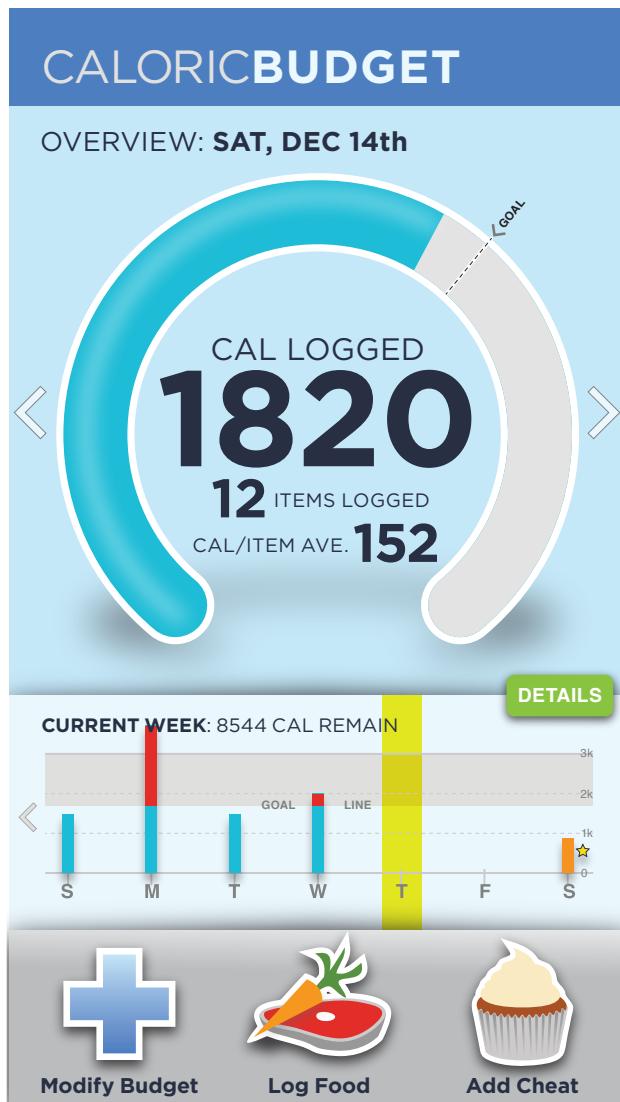
CALORIC BUDGET

Phase III: Refined Design



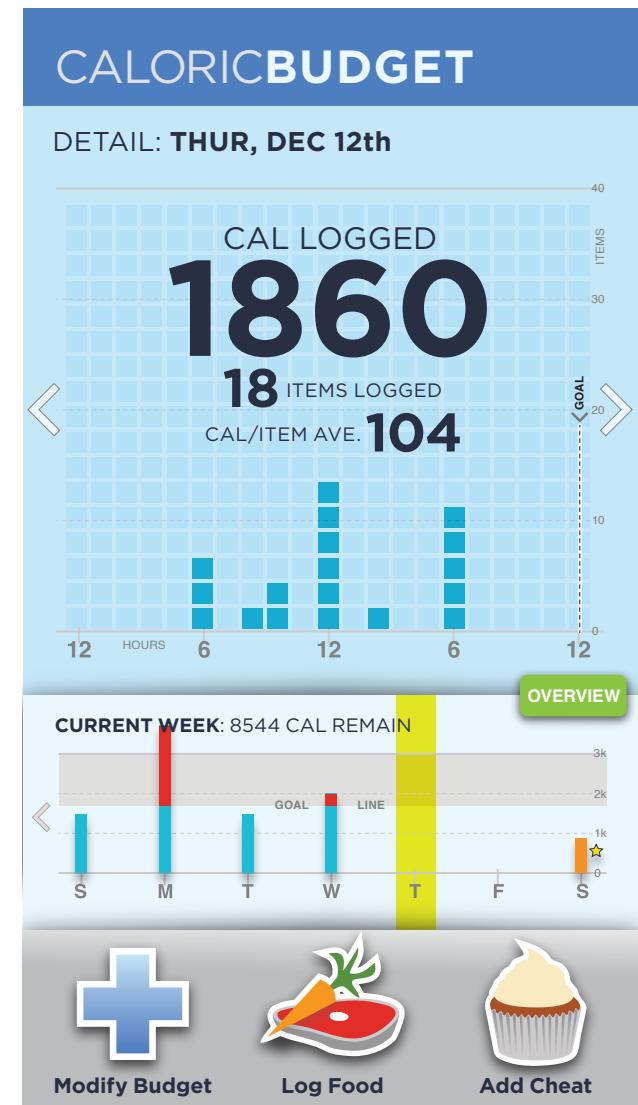
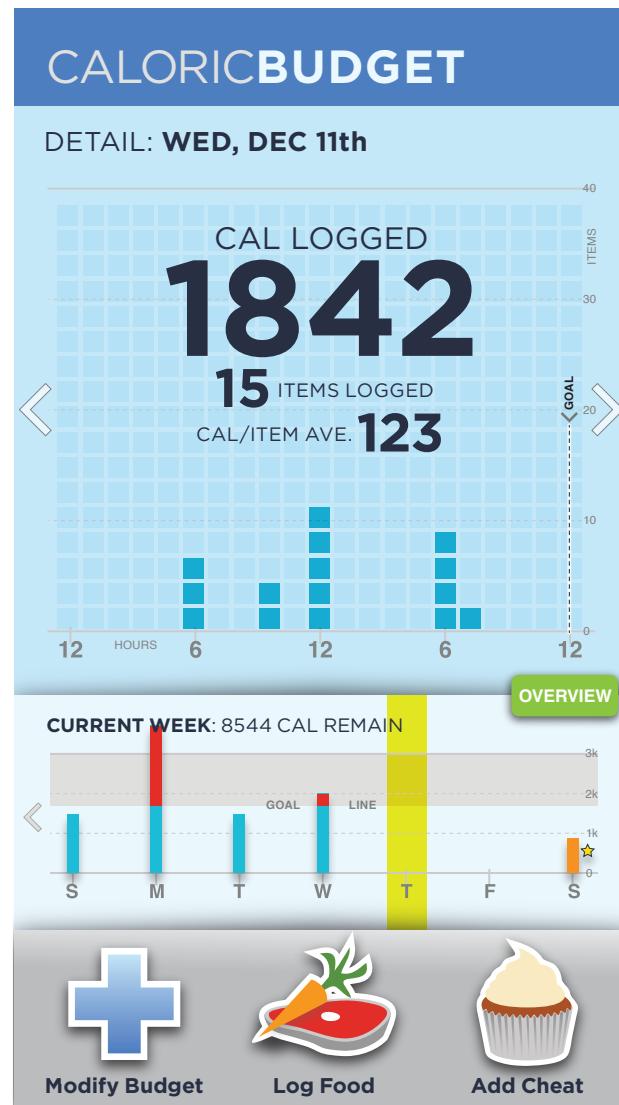
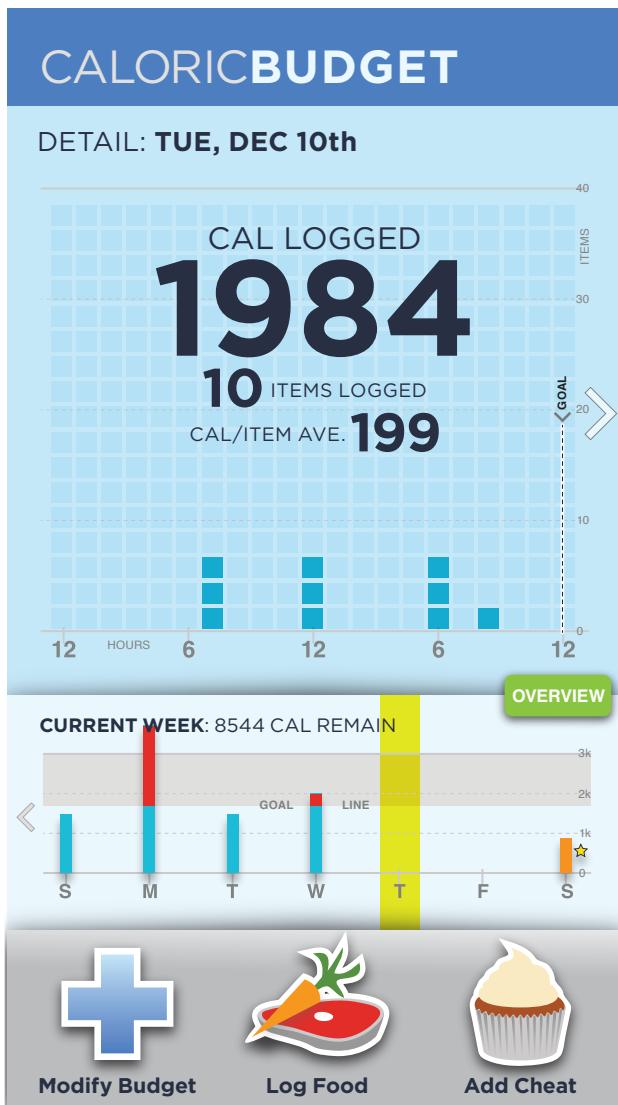
CALORIC BUDGET

Phase III: Refined Design



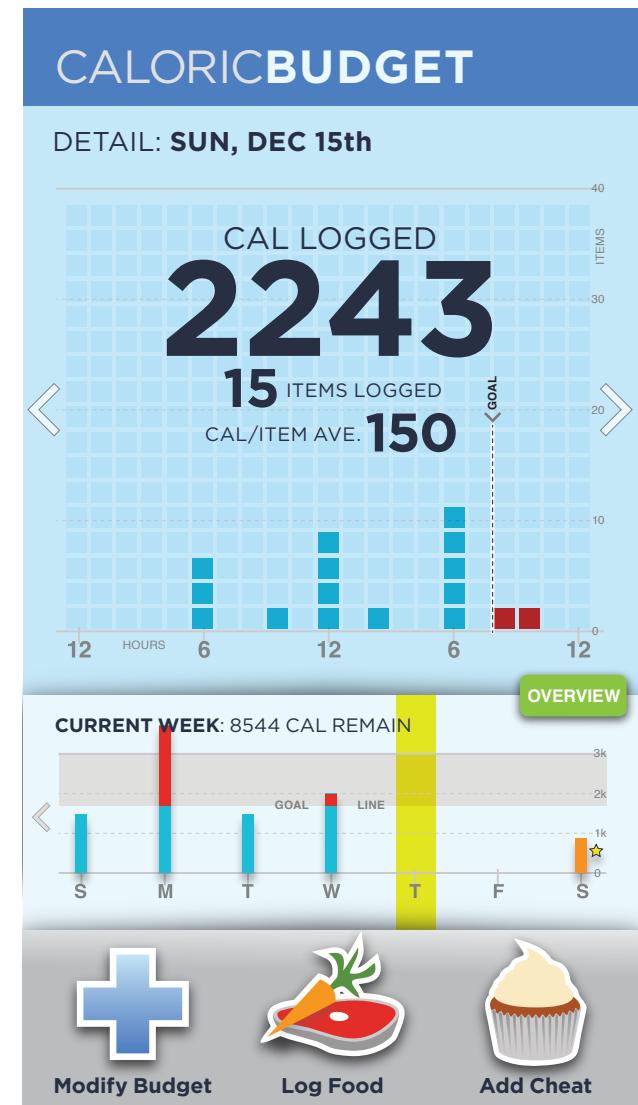
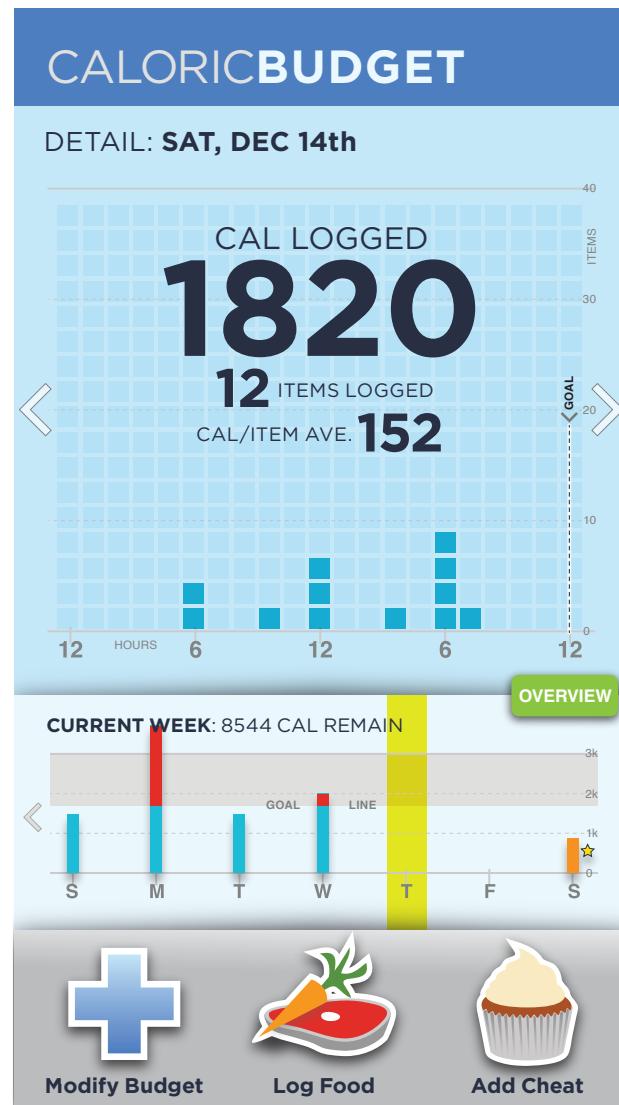
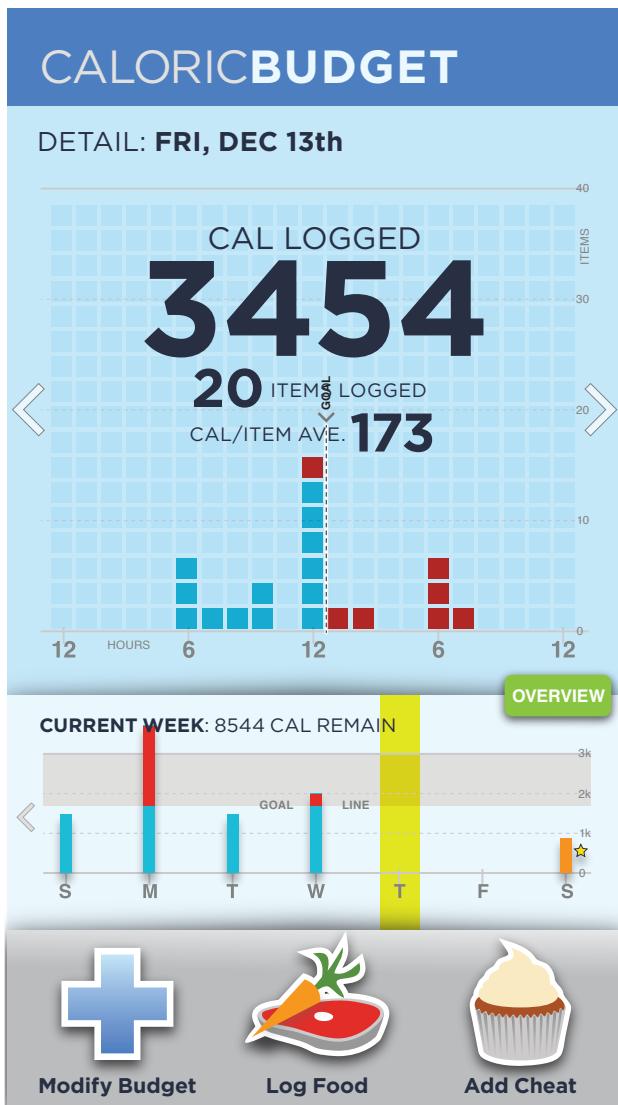
CALORIC BUDGET

Phase III: Refined Design



CALORICBUDGET

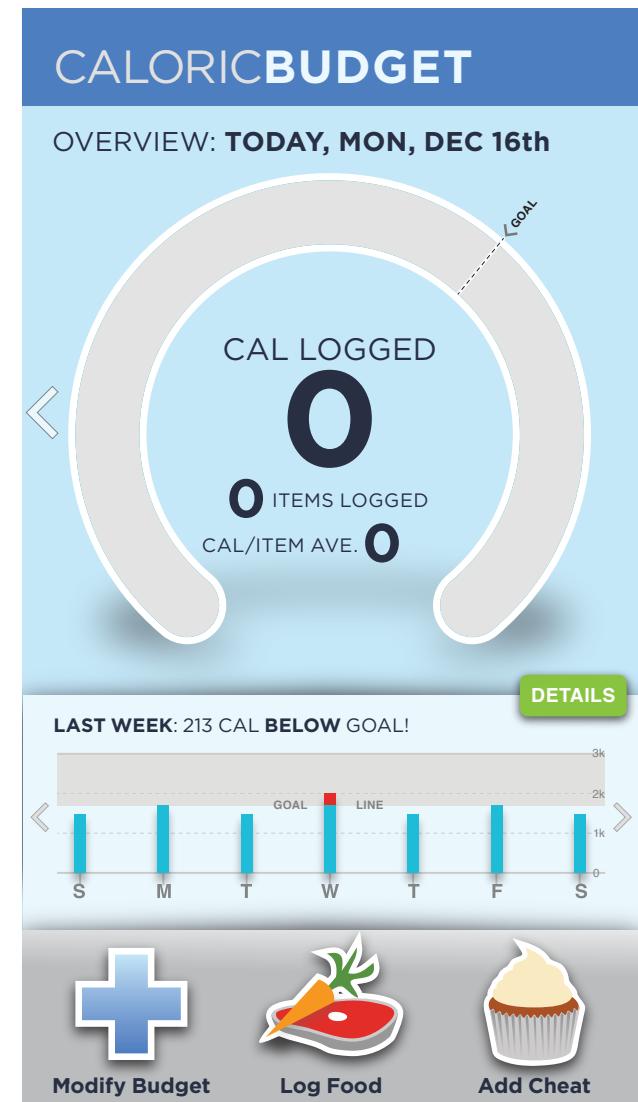
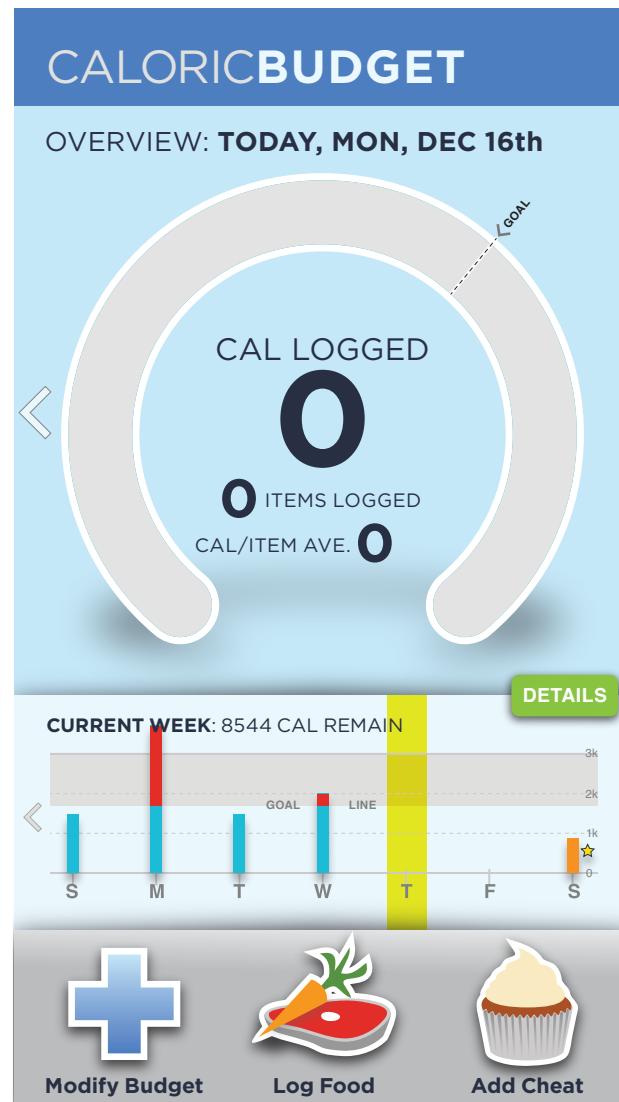
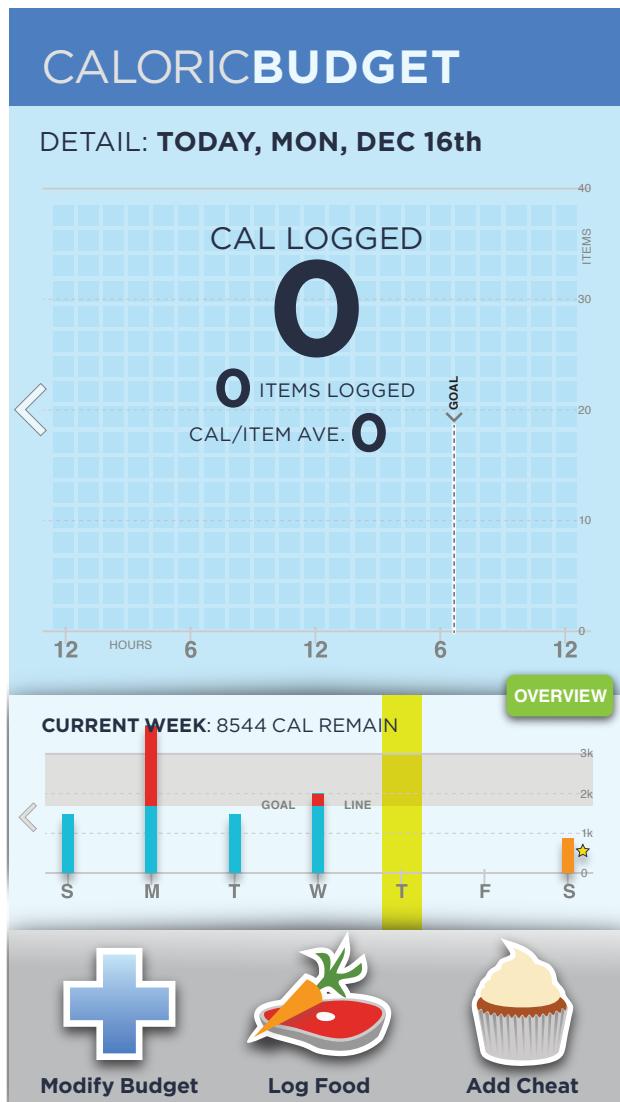
Phase III: Refined Design



CALORICBUDGET

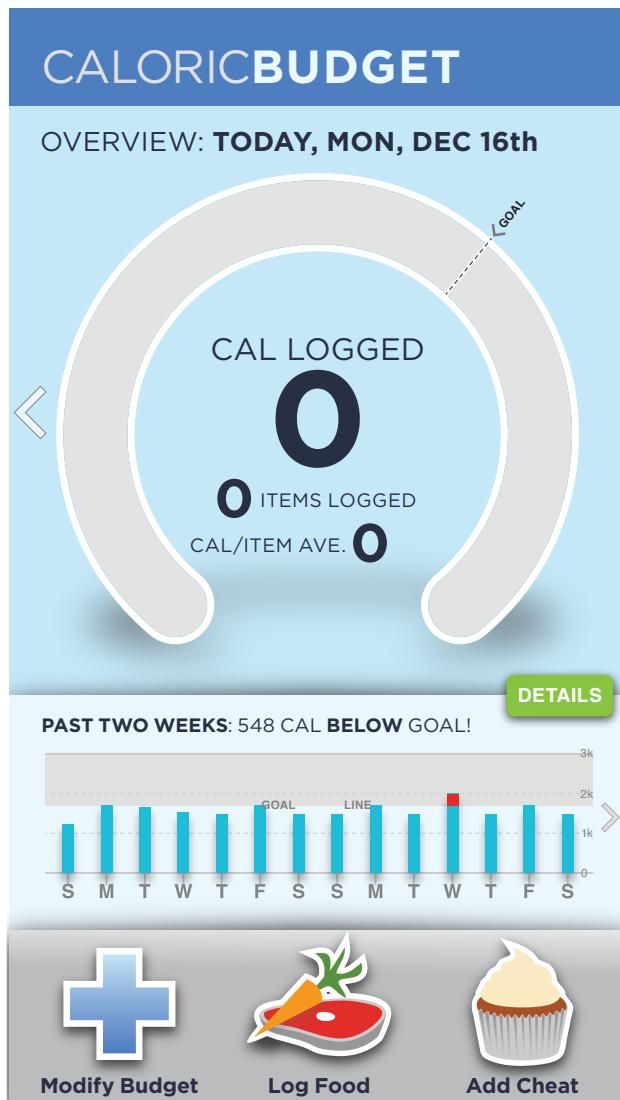
Phase III: Refined Design

Ryan G. Wilson, ArtGr 672, Fall 2013



CALORIC BUDGET

Phase III: Refined Design



CALORICBUDGET

LOG FOOD

Select an item from your saved meals or enter an item.

Saved Meals

● Banana	## cals
● Cereal	## cals
● Buffalo Wings	###
● Water	cals
● Soda	# cals

Enter Item Take Fhoodo

LOG MEAL >

Modify Budget **Home** **Add Cheat**

CALORICBUDGET

LOG FOOD

Select an item from your saved meals or enter an item.

Saved Meals

● Banana	## cals
● Cereal	## cals

Buffalo **Item Added** ## cals
There are ## calories in a _____. To meet your budget you might want to have _____ next time.

LOG MORE **HOME**

LOG MEAL >

Modify Budget **Home** **Add Cheat**

CALORICBUDGET

Phase III: Refined Design

CALORICBUDGET



LOG FOOD

Select an item from your saved meals or enter an item.

Saved Meals

• Banana	## cals
• Cereal	## cals
• Buffalo Wing	Item Added ####
• Soda	## cals

Item Added ####
You have made a healthy choice!
Good job!

LOG MORE **HOME**

Take Photo

LOG MEAL

>

Modify Budget Home Add Cheat

CALORICBUDGET



ADD CHEAT

Select a prior cheat or search for a cheat in our database.

Past Rewards

• Cupcake (1)	###
• Candy Bar	cals
• Ice Cream (2 scoops)	###
• Pizza (2 slices)	cals
• Steak (12 oz.)	###

Enter Item

SELECT CHEAT DAY >

Modify Budget Log Food Home

CALORICBUDGET



ADD CHEAT

Select which day you are planning to have your cheat:

SUNDAY >

MONDAY >

TUESDAY >

WEDNESDAY >

THURSDAY >

FRIDAY >

SATURDAY >

Modify Budget Log Food Home

CALORICBUDGET

Phase III: Refined Design

CALORICBUDGET

ADD CHEAT
Select which day you are planning to have your cheat:

- SUNDAY >
- MONDAY >
- Cheat Scheduled
Your cheat has been scheduled.
Your daily calorie intake will be adjusted to allow for your cheat. >
- THURSDAY | OK >
- FRIDAY >
- SATURDAY >

 Modify Budget  Log Food  Home

CALORICBUDGET

APPLICATION SETTINGS
Select which day you are planning to have your cheat:

- MODIFY PERSONAL STATS >
- MANAGE NOTIFICATIONS >
- UPDATE EMAIL >
- UPDATE PASSWORD >
- VIEW TUTORIAL >

 Modify Budget  Log Food  Add Cheat

CALORICBUDGET

APPLICATION SETTINGS
Modify Personal Stats:

Date of Birth (e.g. 09/30/1978)

Weight (e.g. 180lbs)

Height (e.g. 5'11")

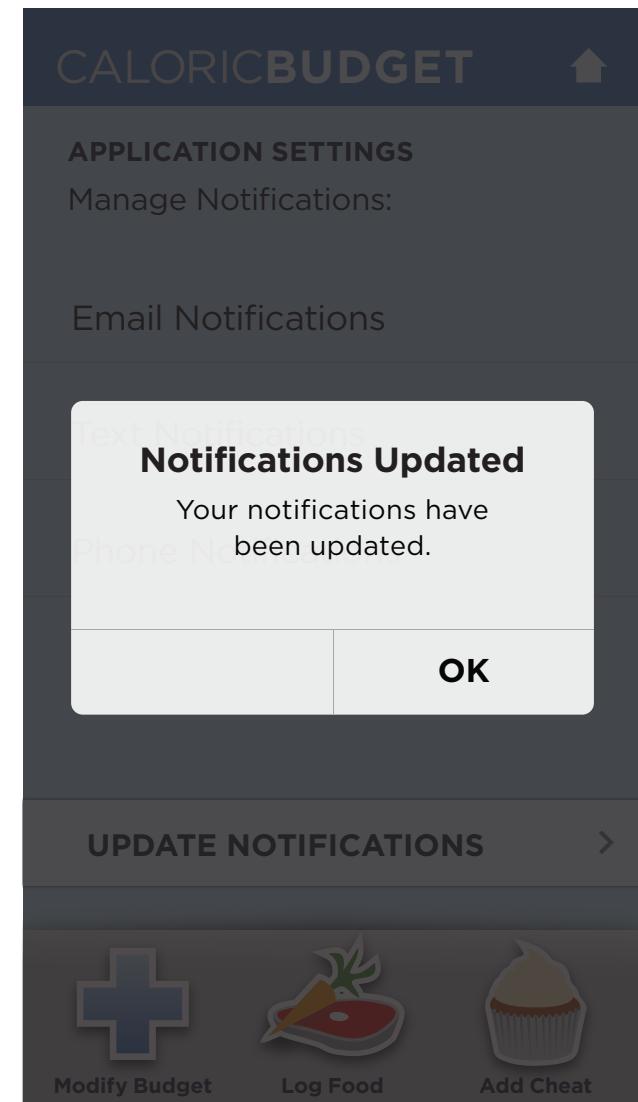
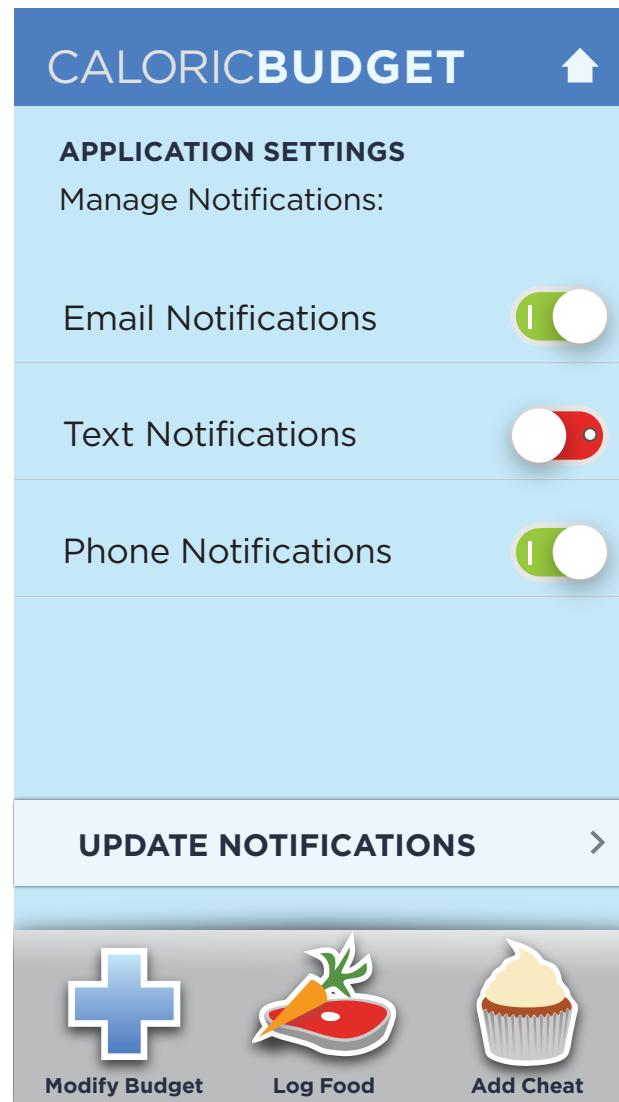
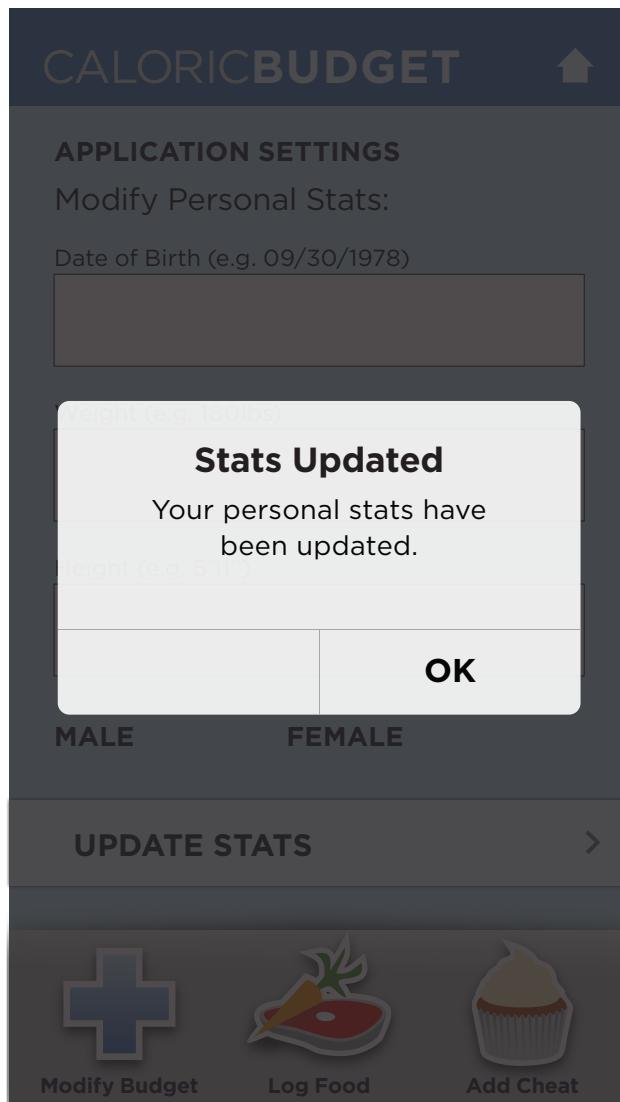
MALE FEMALE

UPDATE STATS >

 Modify Budget  Log Food  Add Cheat

CALORICBUDGET

Phase III: Refined Design



CALORICBUDGET
Phase III: Refined Design

CALORICBUDGET

APPLICATION SETTINGS

Update Email:

Email

UPDATE EMAIL >

 Modify Budget  Log Food  Add Cheat

CALORICBUDGET

APPLICATION SETTINGS

Update Email:

Email

Email Update

Your email is about to be updated. Are you sure you want to proceed?

Cancel **OK**

UPDATE EMAIL >

 Modify Budget  Log Food  Add Cheat

CALORICBUDGET

APPLICATION SETTINGS

Update Password:

Current Password

NEW Password

Retype NEW Password

UPDATE PASSWORD >

 Modify Budget  Log Food  Add Cheat

CALORICBUDGET

Phase III: Refined Design

CALORICBUDGET 

APPLICATION SETTINGS

Update Password:

Current Password

Password Updated

Your password is about to be updated. Are you sure you want to proceed?

RETYPE NEW PASSWORD

Cancel **OK**

UPDATE PASSWORD 

 Modify Budget  Log Food  Add Cheat

CALORICBUDGET 

MODIFY BUDGET

Enter your Date of Birth, Weight, Height & Gender below:

Date of Birth (e.g. 09/30/1978)

Weight (e.g. 180lbs)

Height (e.g. 5'11")

MALE  FEMALE

ENTER STATS 

 Home  Log Food  Add Cheat

CALORICBUDGET 

MODIFY BUDGET

Select your average Activity Level:

SEDENTARY (Don't move much) 

LIGHT (Sit most of the day) 

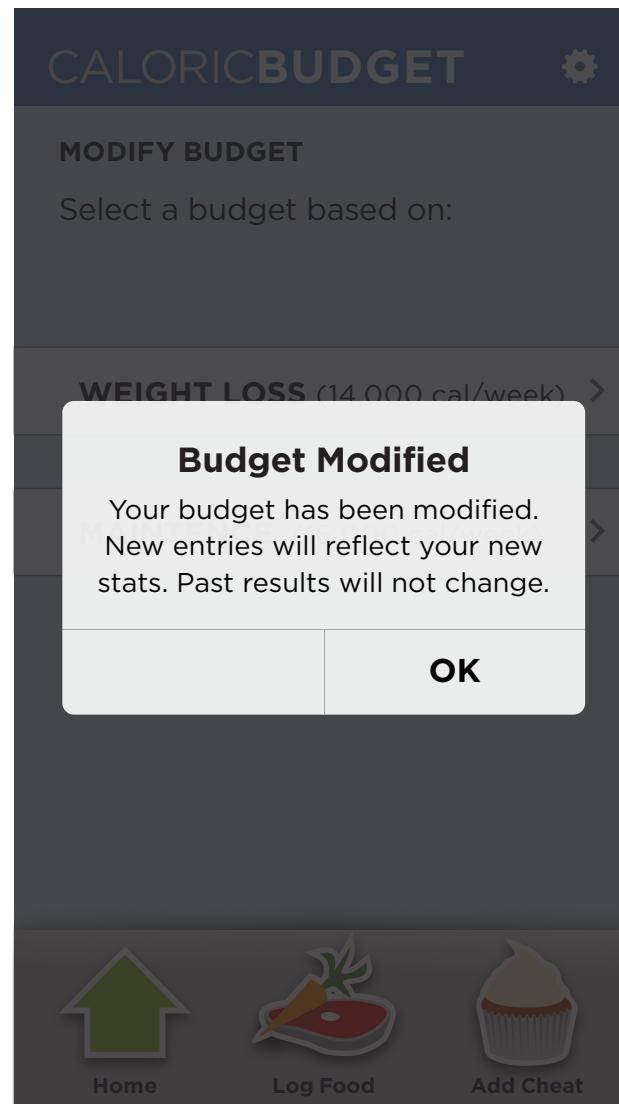
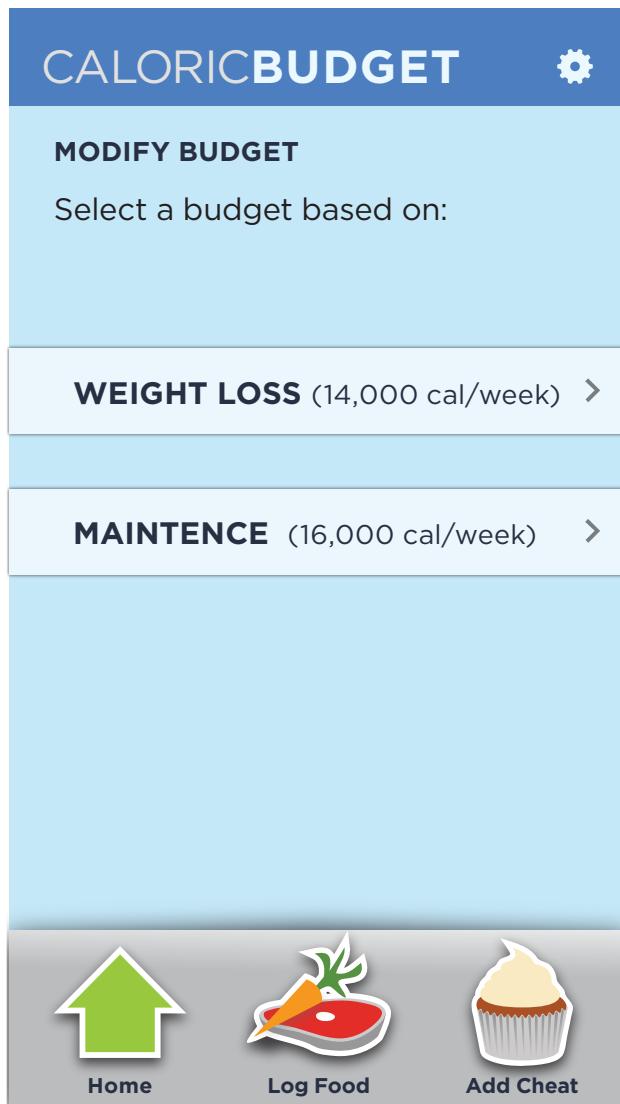
MEDIUM (Light Exercise) 

HEAVY (Athlete) 

 Home  Log Food  Add Cheat

CALORICBUDGET

Phase III: Refined Design



CALORICBUDGET
Phase III: Refined Design

I considered the three main types of colorblindness before finalizing my color palette; Deutanopia, Protanopia and Tritanopia. I wanted to allow for differential in tone and contrast to provide a similar experience for those users who may be colorblind.

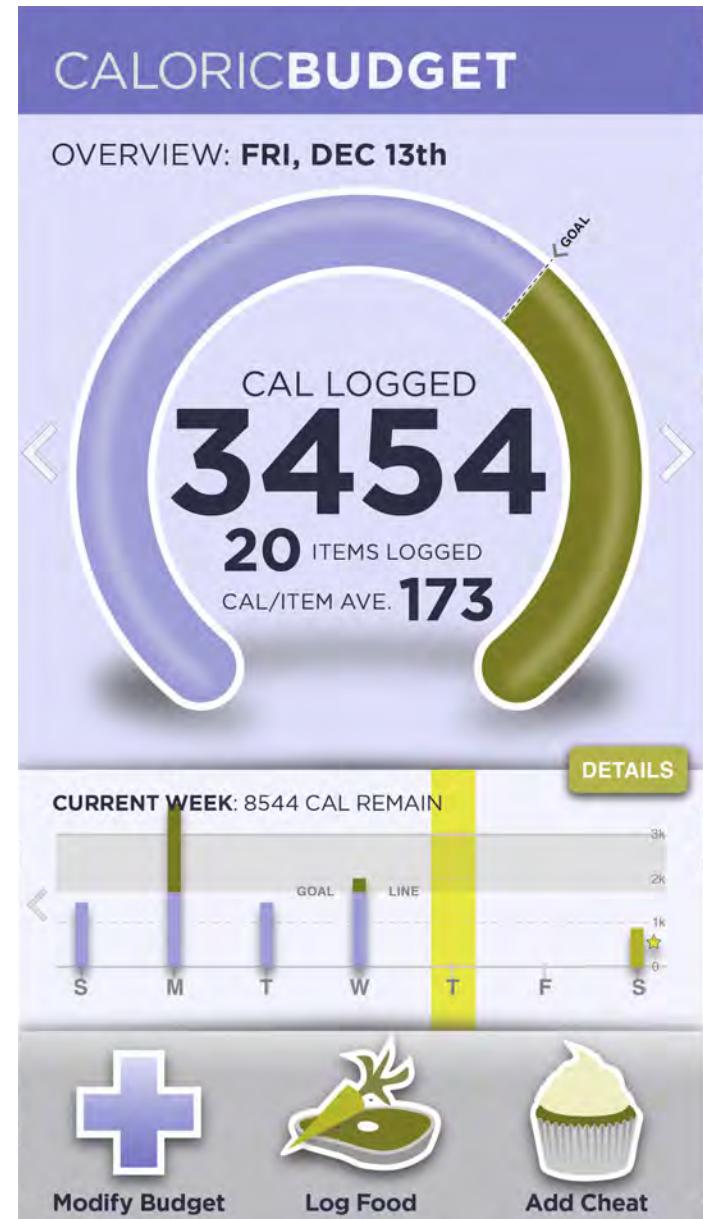
CALORIC**BUDGET**

Phase III: Color Blindness Consideration

Deutanopia

from http://en.wikipedia.org/wiki/Color_blindness:

“Deutanopia is a color vision deficiency in which the green retinal photoreceptors are absent, moderately affecting red-green hue discrimination. It is a form of dichromatism in which there are only two cone pigments present. It is likewise hereditary and sex-linked.”



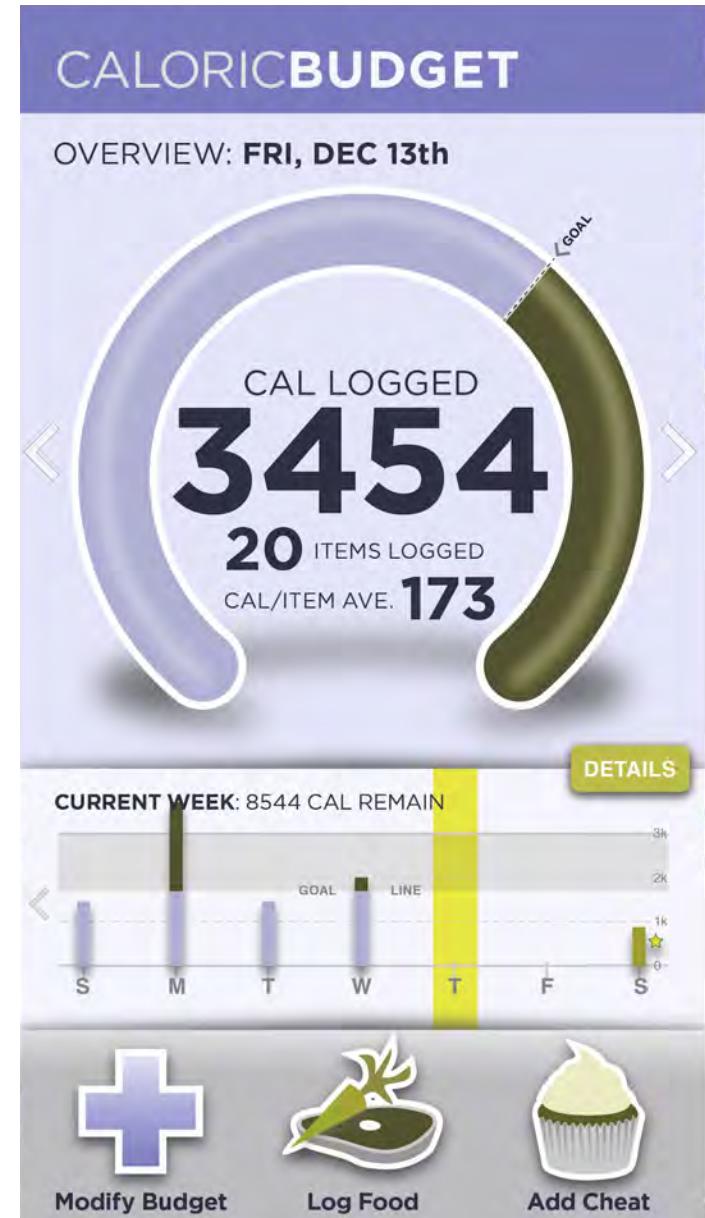
CALORIC BUDGET

Phase III: Color Blindness Consideration

Protanopia

from http://en.wikipedia.org/wiki/Color_blindness:

"Protanopia is a severe type of color vision deficiency caused by the complete absence of red retinal photoreceptors. It is a form of dichromatism in which the subject can only perceive light wavelengths from 400 to 650nm, instead of the usual 700nm. Pure reds cannot be seen, instead appearing black; purple colors cannot be distinguished from blues; more orange-tinted reds may appear as very dim yellows, and all orange-yellow-green shades of too long a wavelength to stimulate the blue receptors appear as a similar yellow hue. It is hereditary, sex-linked, and present in 1% of males."



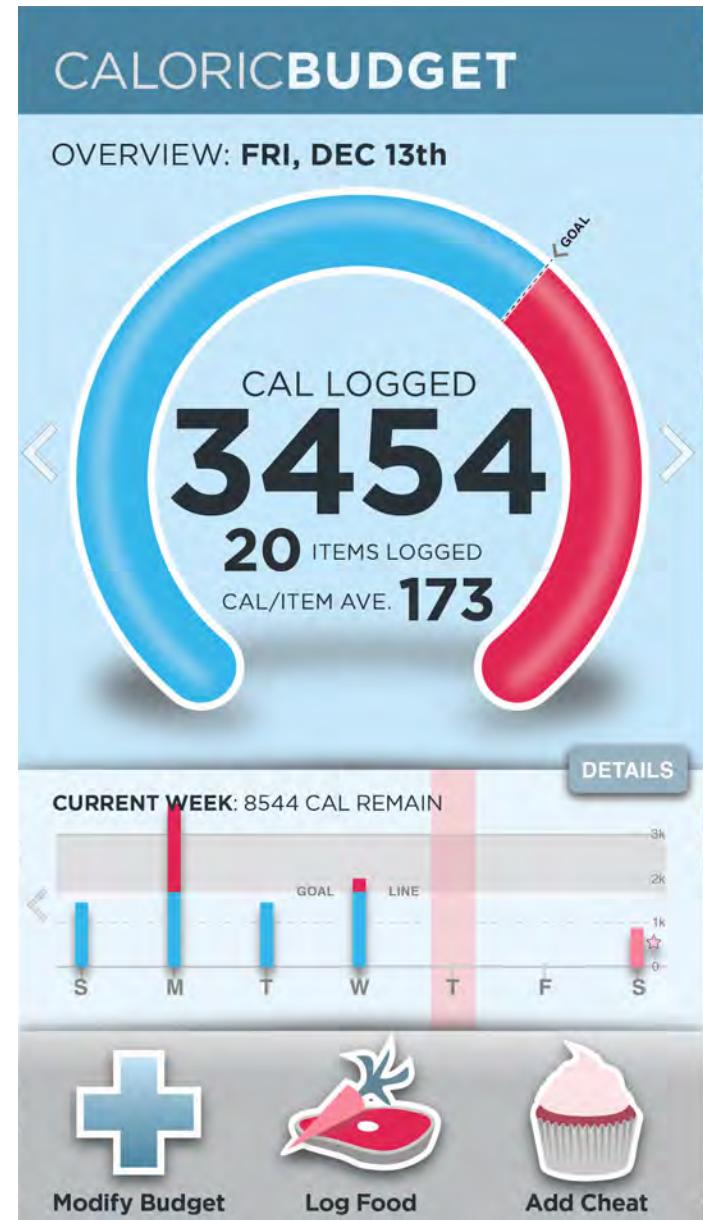
CALORICBUDGET

Phase III: Color Blindness Consideration

Tritanopia

from http://en.wikipedia.org/wiki/Color_blindness:

"Tritanopia is a very rare color vision disturbance in which there are only two cone pigments present and a total absence of blue retinal receptors. Blues appear greenish, yellows and oranges appear pinkish, and purple colors appear deep red. It is related to Chromosome "7"."



CALORIC BUDGET

Phase III: Color Blindness Consideration

Fred J.

'Between my doctor and my shortness of breath, I know that I need to be healthier. But I work hard and like to enjoy the little things in life like going out to a nice dinner.'

Male / 47 / Married / 2 children / Chicago, IL / Homeowner

BS, MBA / Financial Analyst for a hedge fund

Every day Fred wakes up, eats breakfast, usually consisting of either bacon and eggs or cold cereal, gets ready for work and rides the train about 45 minutes to work downtown. Over the past year he has started to notice that it takes longer for him to catch his breath after walking up the stairs to the platform. A few months ago his wife suggested he see his doctor to get a physical and to make sure everything was 'in working order'. The doctor ran some tests and, aside from being overweight, Fred is in decent health for his age. The doctor did recommend a better diet, regular exercise and cutting out Fred's occasional cigar.

Fred enjoys eating - but more so how food tastes in his mouth. When he eats, he eats for enjoyment. Typically for lunch he goes out with co-workers to one of the establishments near his work, which consists of the choice of sub sandwiches, burgers, fried chicken, thai food or Chinese. Fred's wife, Barbara, is a stay at home mom, prepares dinner. Over the years she has moted what Fred likes and doesn't like and no longer prepares those meals. Barbara tries to make healthy choices for her family, but it is difficult to also cater for their tastes. Fred's favorite meal that she cooks is pineapple glazed pork loin wrapped in bacon - he usually has two helpings. On the weekends Fred usually grills steaks for the family.

Fred was once fit in his 'prime' and is troubled to find out he is out of shape now in middle age. He wants to take his doctor's advice, but thinks it will be difficult to stay away from the unhealthy choices of food that he makes. Ideally, he would like to lose 20-30 pounds in the next year.

Fred uses a laptop for work and knows how to diagnose basic technological issues on his machine. He commonly uses spreadsheet programs, but also spends a good amount of time researching companies (for work) and sports (in his free time) on the internet. He and his family have a shared cellular plan and have all used smartphones for over three years.

Key Attributes:

- Comfortable with computers
- Desire to try a healthier lifestyle
- At the beginning of his health goals

Overview of Application Use - Fred:

Fred will use the application for both calorie tracking and to schedule reward meals for the weekend. He will track his at home meals and beverages (weekdays: breakfast and dinners, weekends: all meals, except if the family goes out for a meal) and meals out (weekday lunches, weekend potential for meals out). Fred enjoys eating "good" food and will be attempting to schedule his "reward" meals for the weekends in order to balance his calorie intake for the week. Being a smartphone user, he will mostly use the the application on his smartphone to track his meals and beverages, but may also use the web-based application on his laptop from time to time.



CALORIC BUDGET

Phase III: Personas

Susan T.

'Before I went away to college I heard of 'the Freshman 15' - I thought it was a myth or that it wouldn't happen to me. I'm healthy, I run a few times a week and do yoga when I can. However, between dormitory food and parties on the weekend, there was nothing I could do. I enjoy going out with friends for dinner and drinks but there aren't many healthy choices.'

Female / 21 / Single / No children / Ames, IA / Rents

Studying Veterinary Medicine / Student

Susan is a good student. She is studying to become a veterinarian at the local university and will graduate soon. She understands the importance of eating healthy, but doesn't feel like there are enough healthy choices when going out for meals and drinks with friends.

Susan doesn't live far from campus or from the area where she engages in her social activities. She mostly walks everywhere she needs to go. A few times a week she runs, 30-60 minutes a time when she can find the time. She used to do yoga more often, but her classes and social life have been keeping her from the gym this semester. She wants to make healthier food choices during the week so that she can offset 'partying' on the weekends.

Susan is moderately good with computers. She mainly uses her laptop to write papers, do research and play on social media sites. She has a smartphone. Her smartphone is two generations old, a hand-me-down from her parents. It still works, but she doesn't do much with it because she perceives it as 'slow'.

Key Attributes:

- Familiar with web browsing/interaction on websites
- Desire to eat healthier

Overview of Application Use - Susan:

Susan will use the application mostly for the reward structure. She will track her meals and beverage intake during the week in order to spend most of her calories on the weekend for "bad food choices" and alcoholic beverages. She may or may not use the reward function seeing as she does not have a specific reward in mind, but just the general "going out" weekend meals and drinking. Susan will use the application on her phone and on her laptop, depending on which offers her the best internet signal when she is ready to use the app.



CALORIC BUDGET

Phase III: Personas

Daniel P.

'I know people say this all the time, but I really do love my job... which is funny, because when I was a kid I hated school. I have always been a bigger guy so school was more like torture for me. Now that I'm in my 30s I am more interested in turning my weight around.'

Male / 33 / Single / No children / Cincinnati, OH / Homeowner

MS / High School Science Teacher

Daniel is passionate about teaching middle school science. He has been at his current school for the past ten years, since he graduated from college. His daily routine revolves around his disability. Dan has always been a bigger guy, but a few years ago he was diagnosed with Type II diabetes. Several times he has attempted to keep his diabetes under control by diet and exercise, but feels that he lacks the willpower to keep both up.

Dan likes to eat, so much that he notes that it is one of his 'pastimes' along with watching movies and playing video games. Aside from using his television and video game console, Daniel lists himself as 'technologically inept'. He is the last of his friends to still have a flip phone, a fact that he wears as a badge. Dan is also a social media holdout, claiming to not have interest or desire to waste time on those sites. For his job, Dan has a laptop, but he uses it for grading, giving class presentations, getting directions and sparingly using the internet.

Daniel would be interested in using an application or device that would help him to get motivated as long as there is training included.

Key Attributes:

- Needs to moderate diet
- Moderately technical

Overview of Application Use - Daniel:

Dan will use the app to assist his weight loss and management. His budget will help him to refine his eating habits. However, no successful diet is so strict to disallow cheating. Dan may use the reward system from time to time, but that will not be his primary goal for using the application. He will use the application on his computer since he does not have a smartphone.



CALORIC BUDGET

Phase III: Personas

Vanessa D.

'After I left Paul I was relieved. I wasn't getting as much out of life as I want. Now I want to feel sexy and don't know how to meet people.'

Female / 48 / Divorced / 3 children / Philadelphia, PA / Homeowner

High School Graduate / Factory worker

Vanessa, mother of three, is recently divorced. Her marriage to Paul, her now ex-husband lasted 25 years. Newly single, Vanessa is interested in reentering the dating scene but feels awkward doing so. Her self-image after her failed marriage is not great; she is feeling overweight, unsure and undesirable. Vanessa's friends at work have suggested a personal trainer, but she has neither the time nor the money to join a gym. She would like to gain more self confidence and look better, but has no immediate goals set to achieve either.

Her eating habits are not great. Being a full-time worker and raising three children means that dinners, and consequently her lunches are mostly casseroles. Neither she nor her children like vegetables much. She does like some fruit, such as apples, orange juice without the pulp and she adds 'the flavor of gummi peach rings'.

Vanessa's children have a laptop that they share, but she has never used it. Technology, in her words, 'scares her'. At her job she operates a mechanical press, which runs off of a computer interface, but her part of the labor is removing the pressed pieces and stacking them in crates. She has a pay-as-you-go cell phone that she keeps only for emergencies. She has used the phone twice in the four years she has had it. Once when her car broke down leaving her stranded in the grocery store parking lot after it closed and once when she had a tire blowout on the way to visit her sister 3 hours north.

She would like to rekindle some of her hobbies from before her marriage, like dancing and reading. She is also an avid knitter.

Key Attributes:

- Non technical
- Wants to be healthier, but doesn't know how to go about it
- Desire to make a change at this point in her life

Overview of Application Use - Vanessa:

Vanessa will be using the application to help her to make better food choice decisions with the motivation to lose weight. She may occasionally use the reward system to plan out meeting with friends or, she hopes, dating. Technology will be the difficulty for Vanessa, seeing as she does not feel technologically competent. She will be using the web-based application and will not be using a mobile version of the application.



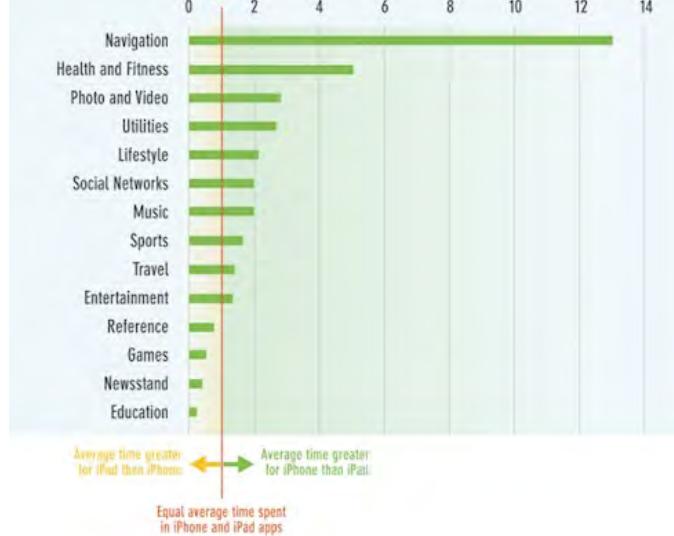
CALORIC BUDGET

Phase III: Personas

While my personas are my target audience, I researched information for who is currently using Health & Wellness applications on SmartPhones. I thought that, while my target audience is defined by my personas, I would better optimize for whom the main audience will be. In my research I found a company called Flurry, whose main focus is measuring and quantifying mobile usage. Their information is mostly locked down except for articles they post to their blog, but within these articles I was able to glean some pertinent information that could help to tailor my product.

CALORIC**BUDGET**

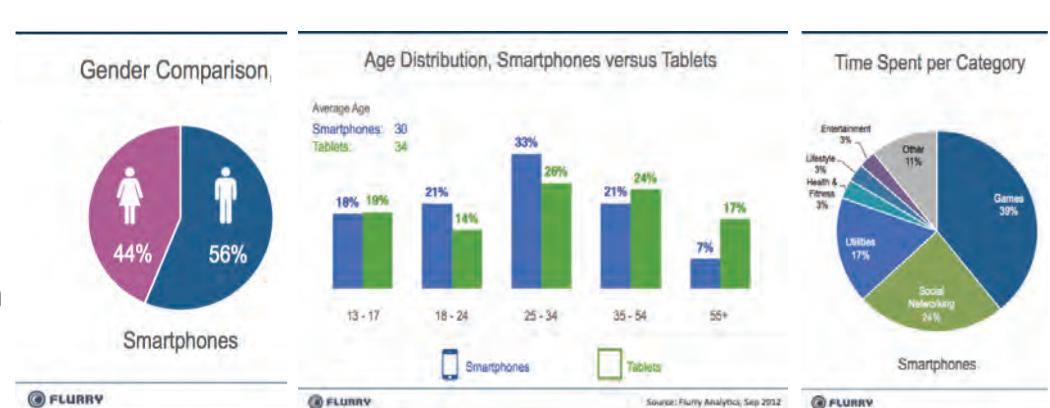
Phase III: Redefine Audience



Source: Flurry Analytics, May 2013, n= 44,295 iOS devices.

Data from the 2012 Flurry article, 'The Truth About Cats and Dogs: Smartphone vs Tablet Usage Differences' (<http://blog.flurry.com/bid/90987/The-Truth-About-Cats-and-Dogs-Smartphone-vs-Tablet-Usage-Differences>), the average of smartphone users is 30 years of age. 56% of smartphone users are male. Smartphones appear to be used mostly for gaming (39%) and social media (24%) with Health & Wellness clocking in at a mere 3%. The average use per session of a smartphone is 4.1 minutes.

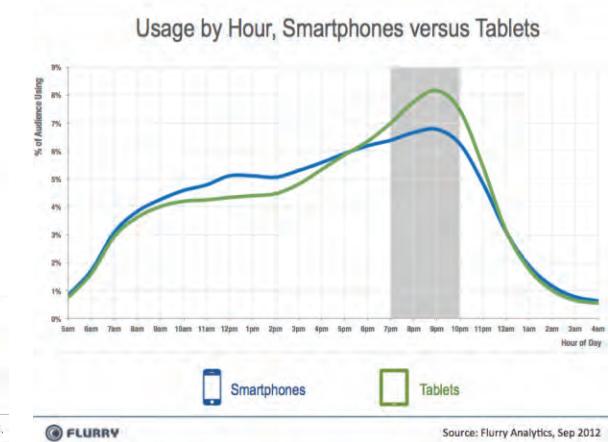
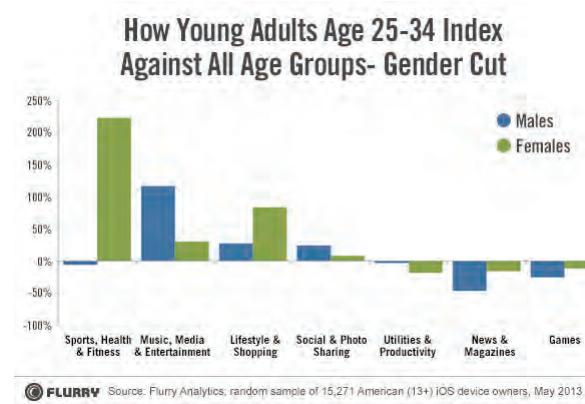
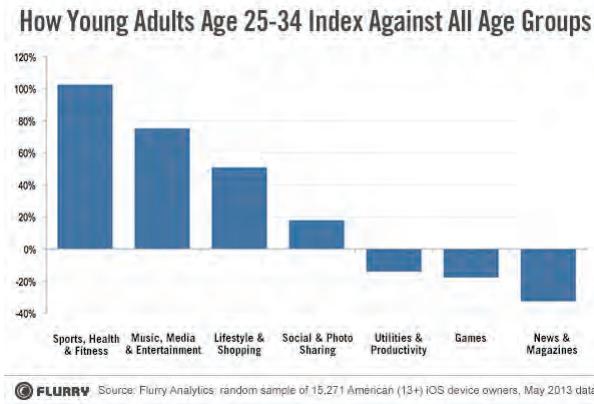
This data is backed up by another Flurry static from 2013 in the article, 'Health and fitness users prefer iPhones to iPads' (<http://mobihealthnews.com/24847/health-and-fitness-users-prefer-iphones-to-ipads/>), although suggest that Health & Wellness applications clock in around 5 minutes per session.



CALORIC BUDGET

Phase III: Redefine Audience

Returning to the first article, Smartphone usage spikes between the hours of 7pm and 10pm. This usage information is backed up by another Flurry article from 2013 titled, 'A Day in the Life of a Mobile Consumer' (<http://blog.flurry.com/bid/98080/A-Day-in-the-Life-of-a-Mobile-Consumer>). This 'Day in the Life' article suggests that iOS smartphone users, ages 25-34 are 100% more likely to use Health & Wellness applications over other age demographics and that those users are more likely females over males. So, if I am refining my target demographic for my application, I should be targeting females between the ages of 25 and 34. There should be some sort of a promotional effort built into the application to use it before bed between the hours of 7pm and 10pm and tailor the interaction to fit within a time limit of 4 to 5 minutes or less. Another consideration that needs to be made for my user base is income, which would need to be enough to afford a smartphone and data plan to be able to run the application.

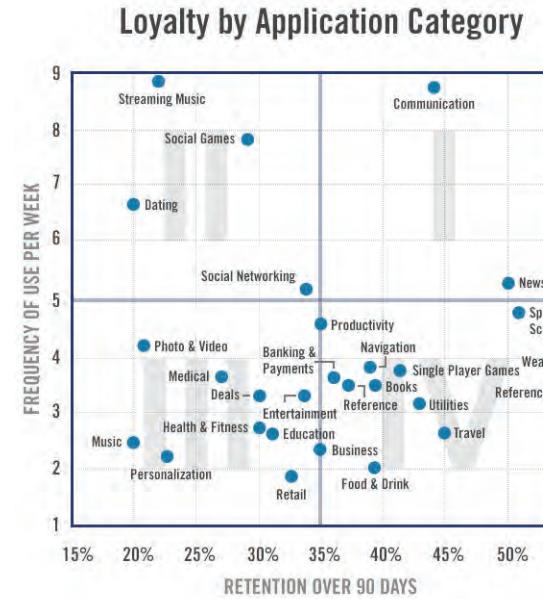


CALORIC BUDGET

Phase III: Redefine Audience

CATEGORY	AVERAGE USER RETENTION			FREQUENCY OF USE BY WEEK
	30 DAY	60 DAY	90 DAY	
Health & Fitness	47%	37%	30%	2.7

From the Flurry article, 'App Engagement: The Matrix Reloaded' (<http://blog.flurry.com/bid/90743/App-Engagement-The-Matrix-Reloaded>) their data (from 2012) shows that Health & Wellness applications have a 30% retention rate over 90 days and get used, on average, about 3 times per week. Looking more specifically at the retention rate, there is a 47% retention rate at 30 days, 37% at 60 days and 30%, as mentioned above, at 90 days of use. From my personal experience with using Health & Wellness applications, I can assume that the tapering off of users over time is due to two factors; First, most people don't like to exercise/diet - Health & Wellness applications are typically tailored to the audience who are interested and need motivation - at first the application provides that motivation, but dieting and exercising either sticks or it doesn't. I imagine that the taper rate of people falling away from their diet/exercise regimen would be similar to the taper of retention of using Health & Wellness applications. The second factor that may be the reason behind the retention taper is the nature of the redundancy of these applications. Users start the application, log information (either manually or through sensors on the device), the information gets recorded, the app gets turned off. This can either get boring and users stop using the application, or, the user learns from the application how to eat better or how to work out on their own and no longer needs the assistance of the application.



CALORIC BUDGET

Phase III: Redefine Audience

This information can either be accepted as the way things are, or we as designers can attempt to add in more motivation as users interact with the application. Redundancy is natural when it comes to things that are produced. Something is new and interesting at first, then the user gets accustomed to it, then it becomes old and disused. The real solution to redundancy is to reinvent an application or experience over and over in different ways. Most companies will not have the budget or manpower or desire to continually develop an application that most likely was sold to users at \$.99 per unit. Angry Birds, the mobile video game sensation has done something similar to what I am proposing, taking the base concept and reimagining it in different settings, adding different characters with different abilities, however, each time they release a new version, the new version costs another \$.99 per unit. I don't have an answer to the taper effect for my application specifically. As Andrea Quam mentioned in my Phase I review on October 15, 2013, she would like to see a 'kick' or motivator added to increase retention. What that is, I still don't know.

Staying with my personas, according to my research, Daniel and Susan fit into my target demographic. However, Fred and Vanessa would be my secondary audience, still important for consideration.

CALORIC BUDGET

Phase III: Redefine Audience

Alerts

Future versions of Caloric Budget would need to include a notification system to send alerts to the user when the application is not in use. These alerts should be optional and tailored to the users need, such as offering text, email and device-based notifications. These alerts would be to remind users to input food at certain points in the day (e.g. breakfast, lunch, coffee break, snack, dinner, etc.) to drive the use and functionality of the application. Users could select to add, modify or remove these alerts.

Additional alerts would be goal-based notifications, such as daily caloric updates, proximity to weekly goal/intake, last week intake review with overview of problem day/times to enable recognition of potential over-intake in the future, 'cheat' overview, etc.

CALORICBUDGET

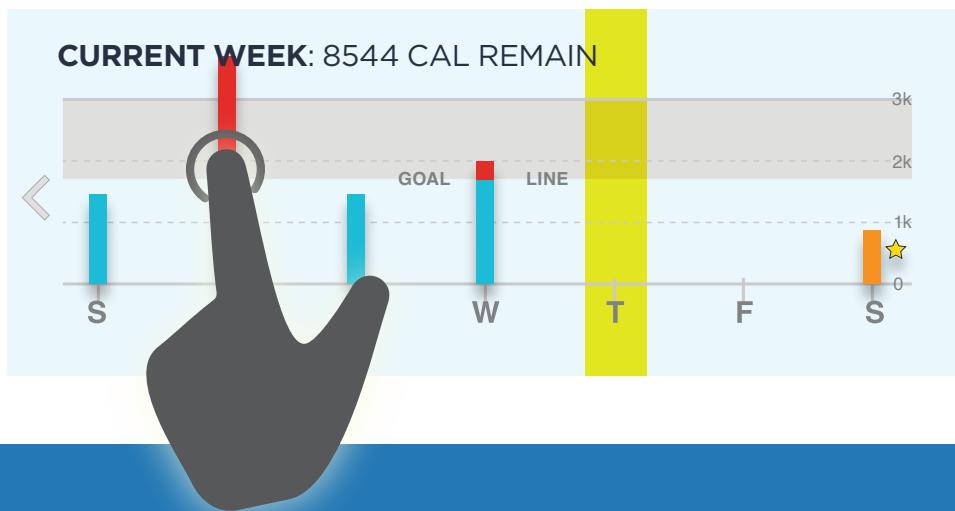
Phase III: Future Aims

Functionality/Features

One feature that Caloric Budget should include in the future is the ability to share results with others. At this point I am not sure, or interested in creating a pseudo-social network for Caloric Budget, however, being able to connect current social networks like Facebook, Twitter or G+ and present information from the application, or the ability to email caloric details to contacts. This would be more important for the user who needs outward input/motivation, but is also a good way to develop interest in the application and discover new users.

Another feature that would be interesting to include in future versions of Caloric Budget would be to connect the application to a web-based charting feature. Users can log in using their Caloric Budget username and password and view their intake from when they began using the application. With the data stored on a server, all sorts of charts and data can be delivered to the user. This data could be used to help to make visible patterns in the users caloric intake and help to predict ways that users can improve their caloric intake habits.

Lastly, in the newest revision, users will be able to click the days in the Week Overview area to view that cooresponding Daily Overview.



CALORIC BUDGET

Phase III: Future Aims

(This page intentionally left blank)

CALORIC**BUDGET**

Phase III: Final Page