Fitness and Nutrition Buddy Project Description Summary

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The project description of the fitness and nutrition buddy recurs within the theme of having an application ties to the theme of nutrition as the application will be able to have your location that will track restaurants around you and by the click of a few buttons, the user will be prompted of meals that they can buy around them that fits around their dietary restrictions and specific macronutrient numbers. A user will be able to input a specific amount of fats/carbohydrates/proteins that they would want to eat for that meal and it will output a meal that fits those nutritional values for them. There are huge significant factors of this application that will be able to benefit the client, which is all around the main idea of having great convenience for our users that are on the go and fitting their dietary needs. The fitness part of this application will take a role in which there will be a tracker of their phone that keeps check of the users physical fitness activities such as walking or exercising and that will generate the amount of calories being burned throughout the day.

The purpose of this application will be for daily user convenience as well as being able to benefit any user with a difficult time finding meals at restaurants for their needs. Goals for this concept and upcoming company would be to have a small startup with this application which would then eventually branch out to a big company that could potentially partner or be bought out to a big name fitness/nutrition company such as Gymshark, Nike, Alphalete. In terms of longevity of this application there would eventually be opportunities for upgrading the app to a subscription based membership where free users would only be able to access limited things, while say a premium user would be able to have all of the benefits of the application such as being able to have access to all restaurants and meal types. Users could also be able to try a free trial of the premium subscription, as well as incorporating student based subscriptions for cheaper or providing to senior citizens/veterans.

The scope of the work would be under diet and nutrition that the users need on a daily basis along with getting the users part of their nutrition from the meals created in the app. As of now customers who are looking for healthy meals from restaurants either have to get the same thing that they know works, or guess since many times restaurants only list calories online or by request. Since no one really goes into a restaurant and asks for the calorie sheets, many times people are uninformed on the actual macros they are getting. Within the app there will be a tracker of macronutrients and calories to go along with every input of food so that when users add their meal from the app it automatically tells them what was in it. There will also be smaller features added to the app such as a login streak, with rewards for hitting milestones such as profile badges. Along with a login streak counter there will be food search features with options like “low carb only”, “breakfast food only”, “chicken as main protein” etc. There are also competitors to acknowledge, in particular they are myFitnessPal, which operates similarly in the way they track calories and macros, but do not provide meal plans or instructions at all. Besides myFitnessPal, Loseit is also a popular macro tracking related app, but this app is solely focused

on losing weight. So while our competitors may have similar functionality at some points, Fitness and nutrition buddy occupies a space not taken yet.

The scope of the project is to quickly provide users with consistently appropriate meals for their current goals in nutrition. No matter the users dietary restrictions the app should serve the user potential meals that meet their needs. There is also an emphasis on speed with the app, since users are going to be out when using the app the load times need to be quick. No one wants to sit around for 5 minutes while an app loads meals.

There are 5 main sections to the app, they are Nutrition tracking, Meal plan, Restaurant search, Map, and Menu data. Nutrition tracking is where the user will input their diet restrictions and goals for macros, and this is where the user can input food they have eaten so their counter is accurate. Meal plan is where the app will populate a table with potential meal combinations from the surrounding restaurants, how many restaurants are around greatly affects the size of this table. Map is where the user's location is displayed along with any surrounding restaurants. Restaurant search is what happens right before the user requests a meal, this where certain restaurants can be excluded from the search and additionally any other modifiers to the search as listed before. Menu data is where all of the restaurant's macro data is temporarily stored, before only the applicable parts are shown to the user.

Many stakeholders are accounted for during the time this application is developed. Some significant ones include program testers, marketing team, and legal team. These teams of stakeholders tasks are mostly self-explanatory, each working in their own respective parts. The client and customer are also important stakeholders for this project. The client will be in charge of deciding what service they are choosing to provide to the specific customer and which subscription to best suit them. The client demographic is generally those who are interested in exercise and meal plans, people who wish to lose weight, maintain overall health, or just for those who seek new meals from new places. The application also seeks to be as simple and user friendly as possible, allowing users who are competent using smartphones to be able to utilize the app to its full potential. Disabilities are accounted for but do not require additional assistance from the app as long as the users have ways of accessing restaurants of their choosing.

There are significant constraints that come with developing this application. These include making the application accessible to all mobile devices to accommodate as many users as possible. Another constraint includes allowing the user meal options that are adequate and relevant from their own respective locations. Also, there is the constraint that includes assuring that the application is performing the correct calculations for counting calories, macros, micros. These limitations are acknowledged and require the most attention in terms of launching the application to the market. However, a possible way around these constraints in the future involves using a device other than smartphones. This involves the usage of smart watches and can allow for even more convenient action. Since smart watch brands share many similarities, developing this feature is a possible solution in the near future years after the initial application launch. It will allow for a bigger market of customers and allow for a stronger basis for

performing correct calorie calculations but it is not currently planned for initial stages of development.