

# Eatary App Concept

## Problem

### Diet-Health Connection

Major diet-related health issues, like weight management, food allergies, digestive and bowel disorders, inflammation and autoimmune diseases (like eczema, asthma, Type 1 diabetes) are on the rise across the globe.

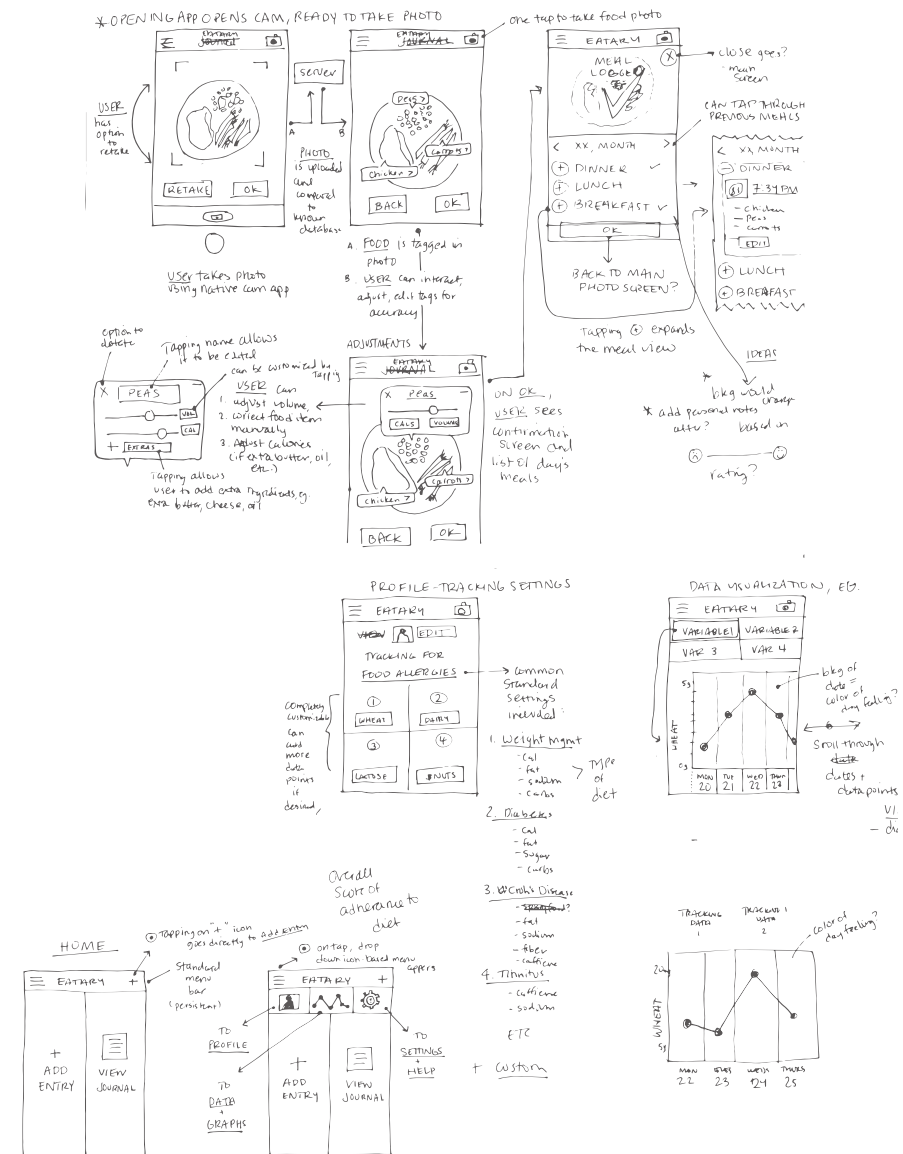
### Food Journaling

People struggling with these health concerns are strongly encouraged to keep a food or food symptom journal detailing daily dietary intake to help determine any possible food triggers or patterns between diet and symptoms.

When properly kept, a food journal is an incredibly useful and inexpensive health tool. However, it can be very difficult to properly maintain a journal over periods of time lengthy enough to provide significant results. It's an arduous, time-consuming task, repeated multiple times daily, that often interrupts a meal or activity to complete.

### Make it Easy

I wanted to find a way to utilize current technology to simplify the food journaling process, and to facilitate the identification of diet-based health issues.



# Process

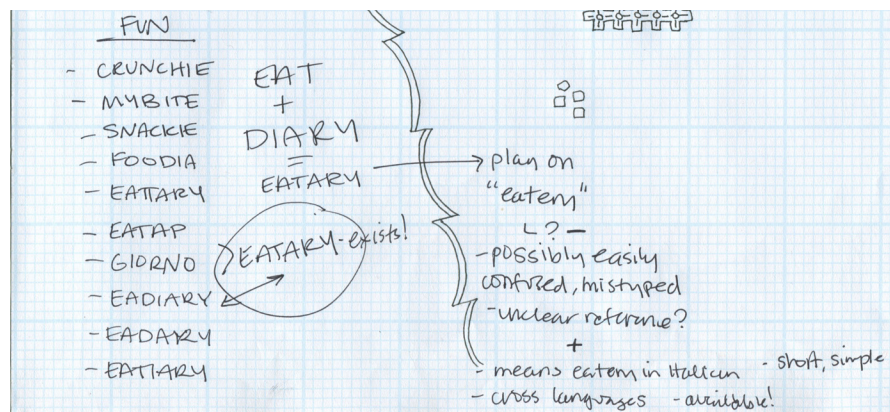
I came up with the theory that the primary hurdle to consistent food journaling is the amount of time and effort required to make an entry. Thinking how Facebook can tag and suggest people in user's photos, as well as the ubiquity of smartphones and devices, I quickly landed on a **mobile app** as a perfect solution.

## Research and Naming

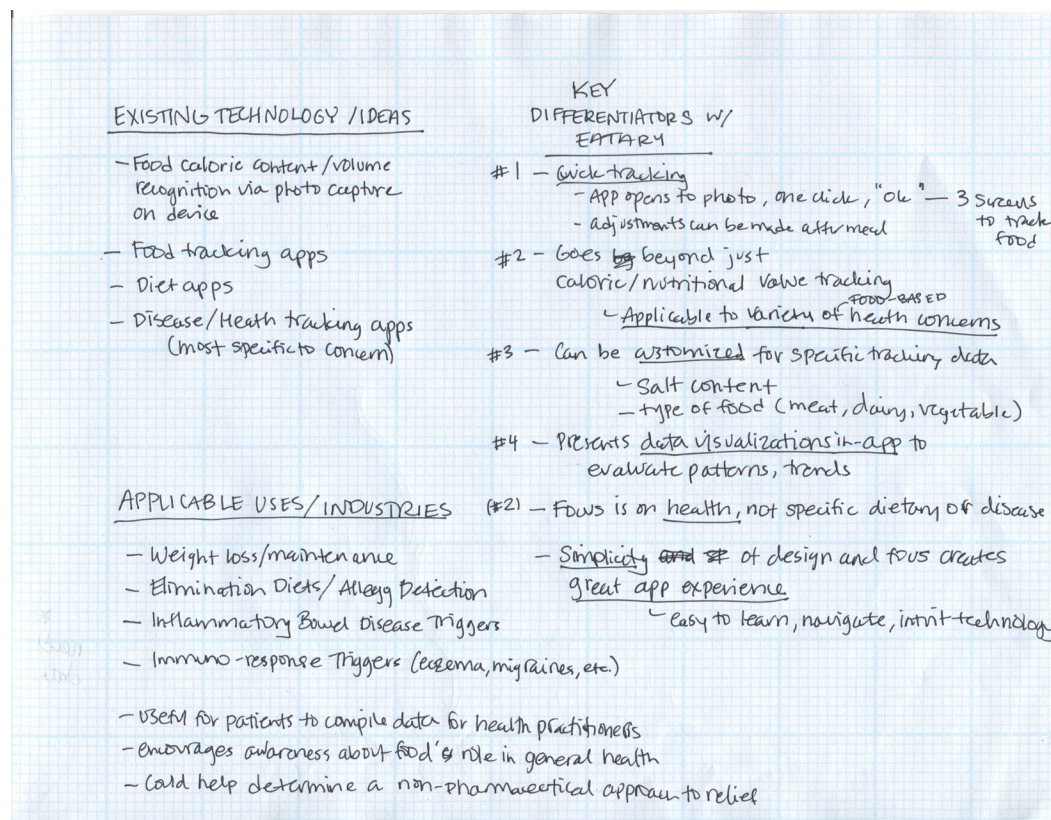
The next step was to complete a bit of research on food journaling, looking for any documented comments on diet or health message boards about the challenges of keeping a journal, and reading corresponding health professionals' advice.

I also did research on current capabilities and the future developments for photo recognition and identification technology, and also searched for competing or existing apps that are comparable or similar to the proposed function of this app.

In addition, I did some brand naming work to find an appropriate (and available) brand name for the app.



finding the right name: Eatary



research & planning

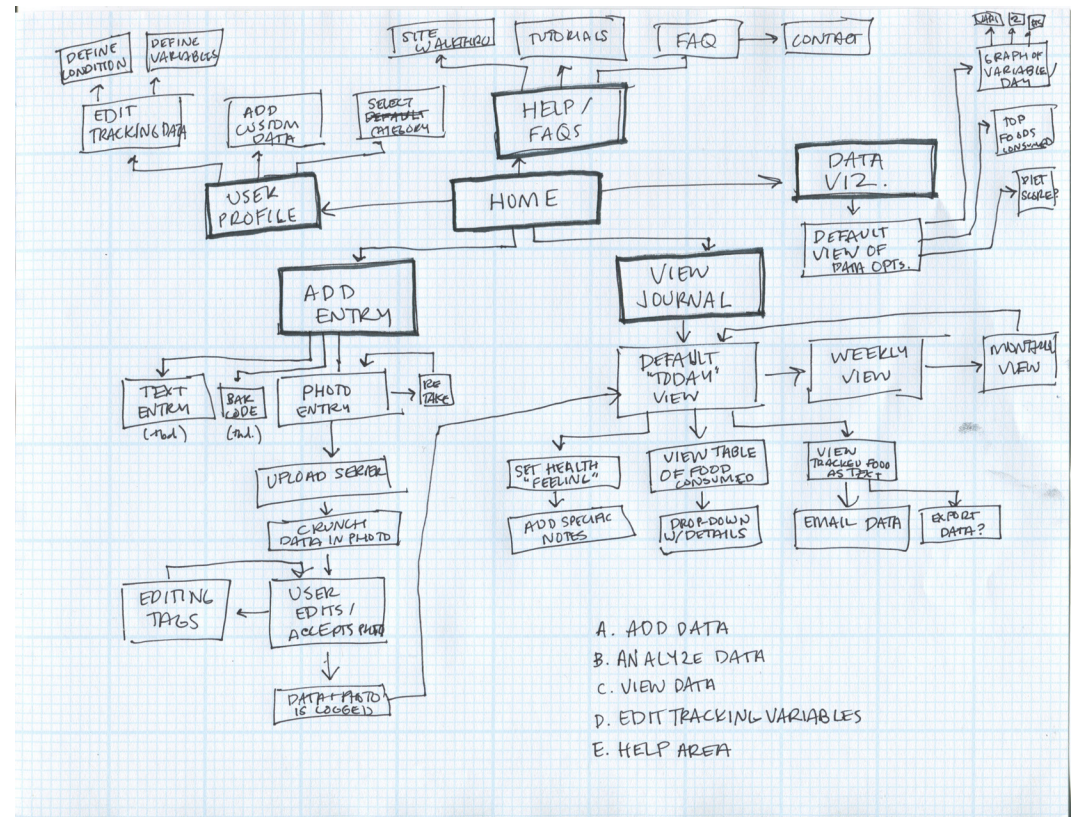


# Site Map

Since the Eatary app is designed to simplify a time-consuming process, I determined that the app (at least this version) should focus on a limited range of functions for ease of use.

By creating the site map, I was able to get a greater understanding of the components that would be required to develop the app in the future, including:

- Main functions of app
- Server needs & requirements
- Design needs
- UX and interaction of app
- Current/future versions of technology dependencies (photo recognition)
- Potential opportunities for future development directions





# Wireframes

The next step from the site map was to sketch wireframes to develop the specific functionality of the photo entry process.

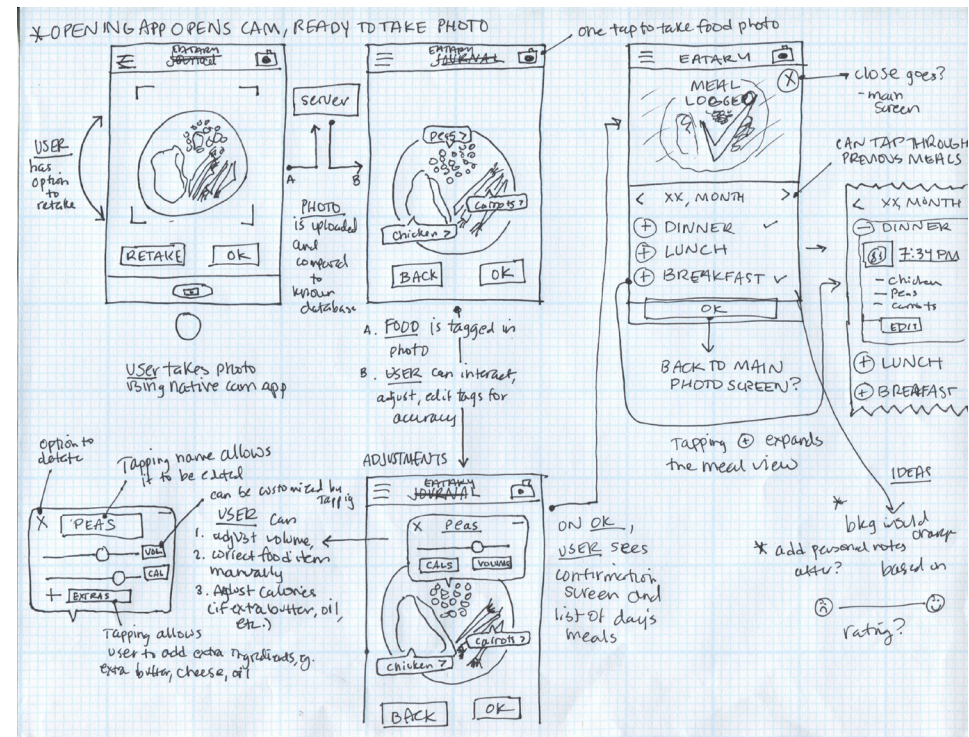
## How Eatary Works

### As Simple As Taking a Photo

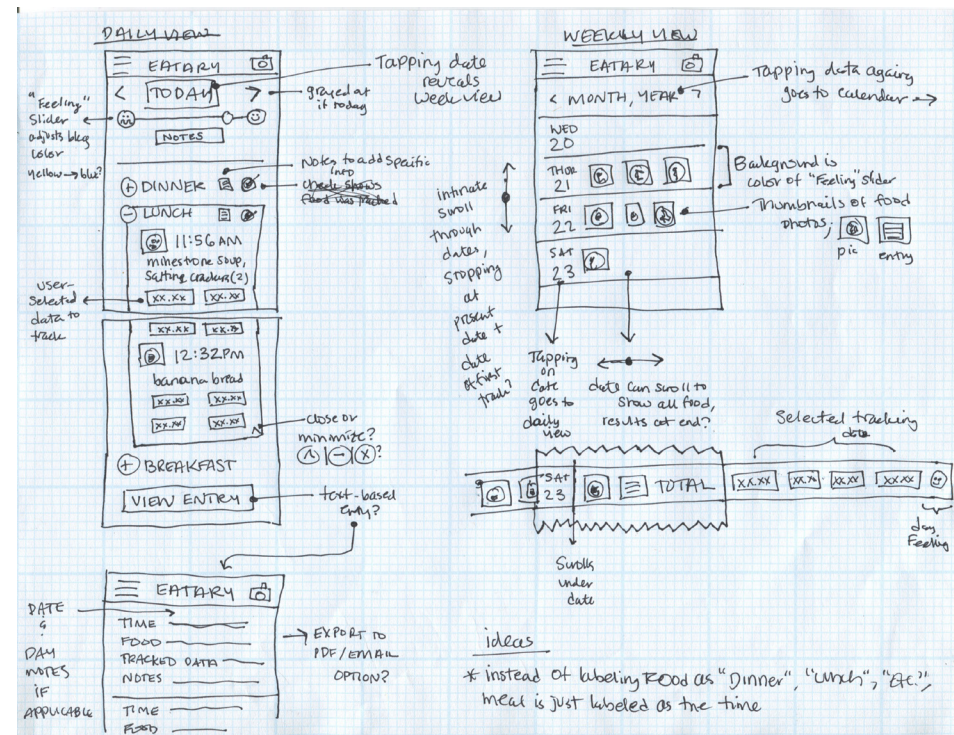
Users could take a photo of their meal, and using photo identification technology, the app would “tag” individual food components of the meal in the photo. The food photo and associated nutritional data would be automatically saved to the app’s food journal.

### Instant Analysis

Since the food data would be already digitized, the app could also instantly analyze the data entered and help identify any food-based symptom patterns or triggers through visualizations, like graphs, charts.



wireframe of the photo entry process



wireframe of Eatary journal views

# Design

The final step was to turn the wireframes into actual design comps.

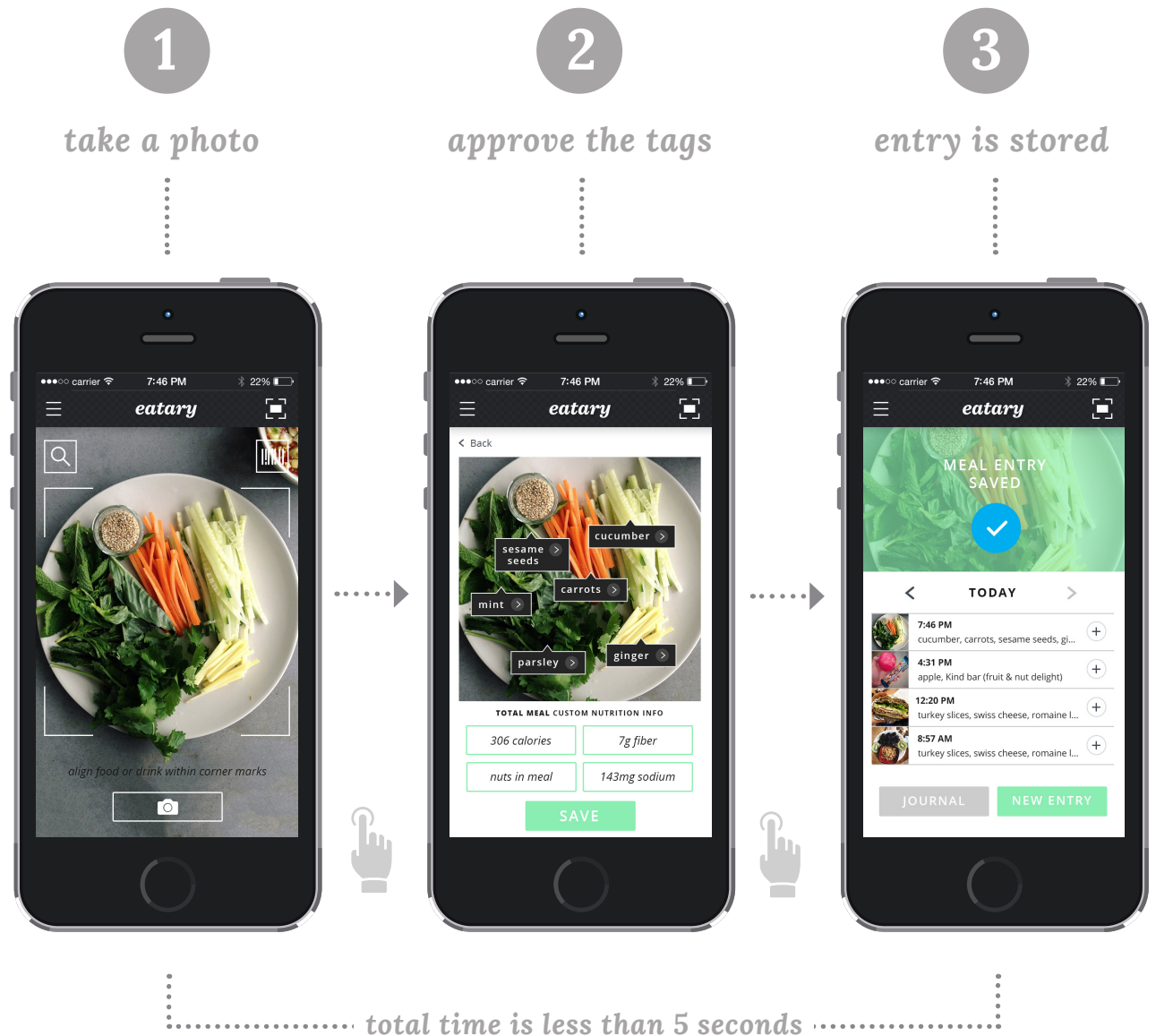
## Leveraging Known Behaviors

In designing the app, I wanted to leverage known mobile behaviors as much as possible, making it easier for new users to intuit app functionality.

For the photo capture screen, this was achieved by using a camera icon and placement similar to iOS and Android platforms. For the photo tagging screen, the tags are visually similar to those used by Instagram and Facebook.

## Clean and Simple

The app is also designed to be as clean and simple as possible, using a limited color palette and flat design styles.





# Future Usage & Developments

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## Improving Technology

Photo identification technology has only come near human analytical capabilities in the last year, but efforts by a remarkable range of technology giants (Facebook, Google and Amazon) and independent developers are underway to continue it's development. As the technology improves, Eatary would only become more and more accurate with it's nutritional identification through photography.

## Diagnostic or Research Tool

Eatary could be used as a diagnostic aid by physicians, nutritionists and people curious about the correlation between their food and health. This data could also be invaluable to contributing to future medical and nutritional research, perhaps helping tremendously to identify causal links between diseases and dietary intake.

## Adding Social

Future versions of Eatary could add a social component, through Instagram, Facebook or Twitter, allowing users to share meal photos and data with in-app friends, especially in cases of Eatary users eating a meal together.

