

Ziying Zhang 35774282

# CaloTrack

Design For

Health conscious people over the age of 21

Who Want to

Quickly query and record food calories  
App

Our

Tamer  
Pay more attention to physical health,  
which is practical but not so dependent

Is a

It allow them to

Quickly query and record food calories,  
and easy to get started, do not need to  
use the app for a long time

Unlike

Focus on social entertainment to  
generate more interaction and stickiness  
with users.

Our Product Enable

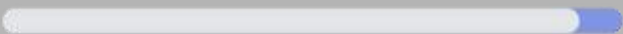
Record intake, type of intake, query target  
calories and app usage time



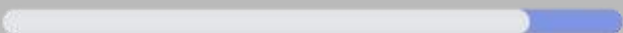


## Skill s

Technical



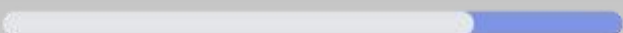
Use Information



Processing health



Learning ability



## Motivation and Demand

- Need easy-to-use app with clear interface to quickly record daily calories and nutrition to adapt to fast-paced life.
- The app is expected to have powerful barcode scanning to quickly identify food information and save time.
- It should cover a wide range of foods, including high-calorie foods commonly consumed by young people.



## Lifestyle habits and preferences:

- Often cooks her own healthy meals and keeps a close eye on calories.
- He works out at least three times a week, love running, yoga, and occasionally run marathons.
- Concerned about emerging technology, mobile phone health management App.
- He likes to explore new restaurants with friends, but check the calorie count first.

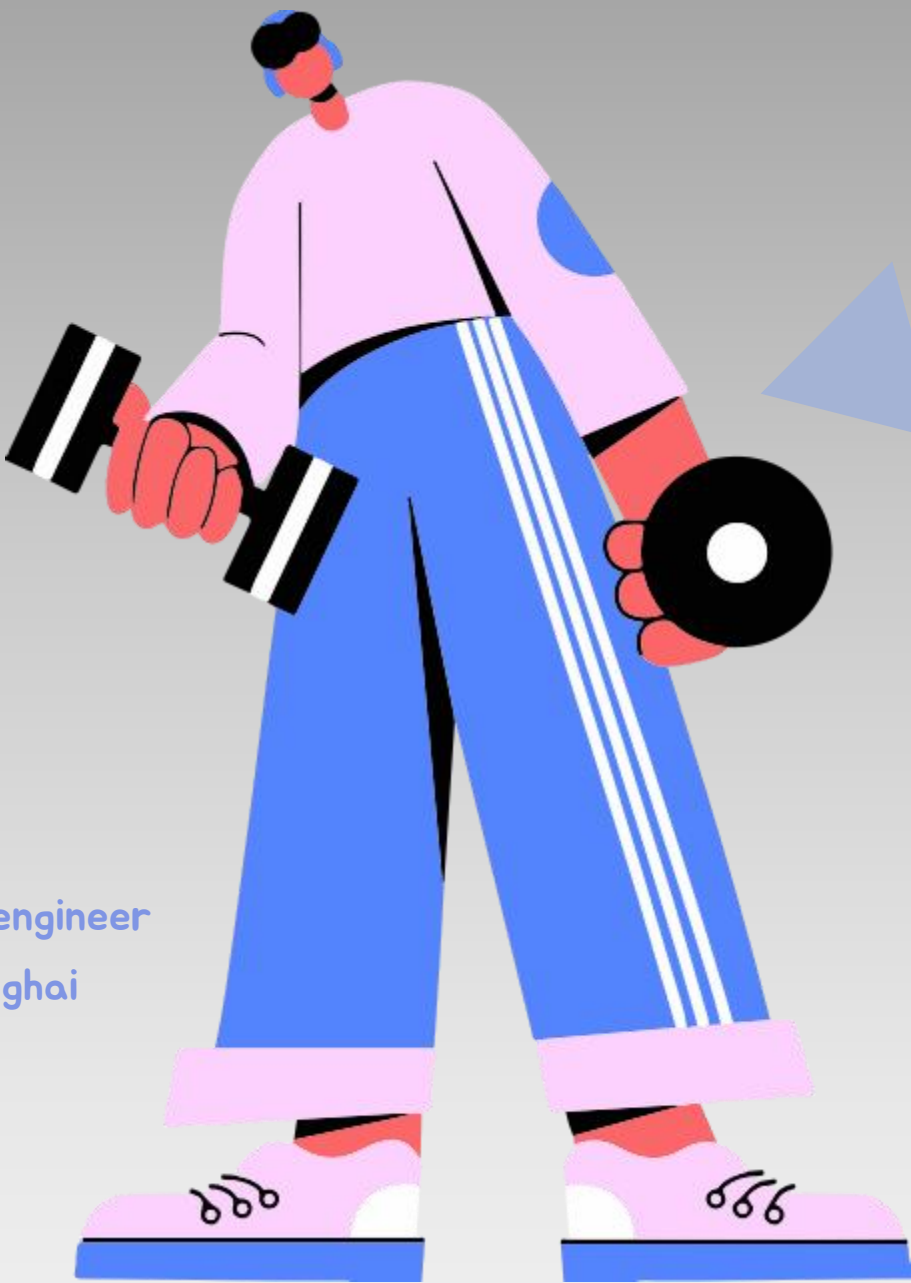
Name: Li Ming

Age: 28

Gender: Male

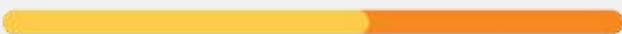
Occupation: IT engineer

Residence: Shanghai



## Skill s

Technical



Use Information



Processing health



Learning ability



Name: Zhang Wei

Age: 33

Gender: Female

Occupation: Full-time mum

Location: Beijing



## Lifestyle habits and preferences:

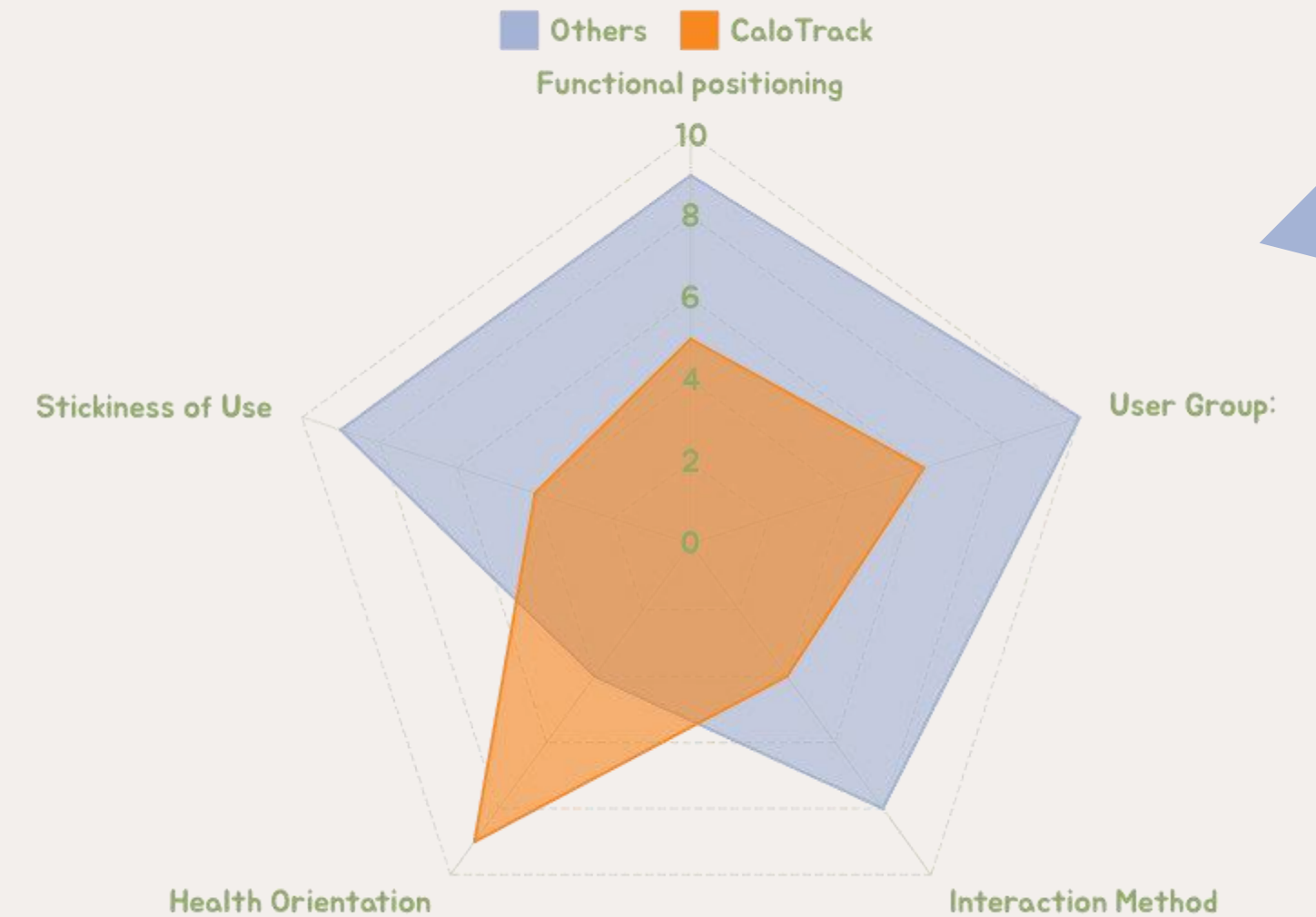
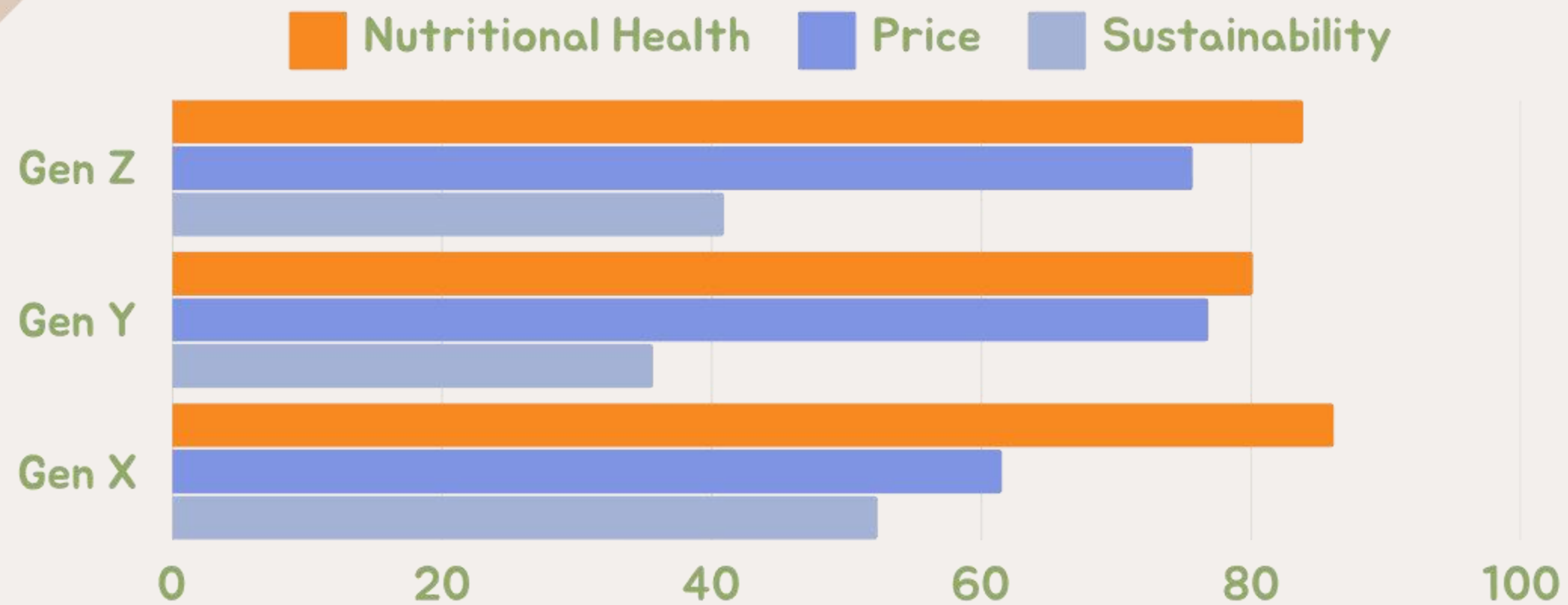
- Responsible for the whole family's meals and living, paying attention to children's nutrition and the elderly's healthy diet.
- Good at home cooking, love to try new recipes, but worry about high calorie conte
- Busy with household chores, time is precious, and they seek to utilise it efficiently.
- Attaches importance to the health of the family and the prevention of chronic diseases



## Motivation and Demand

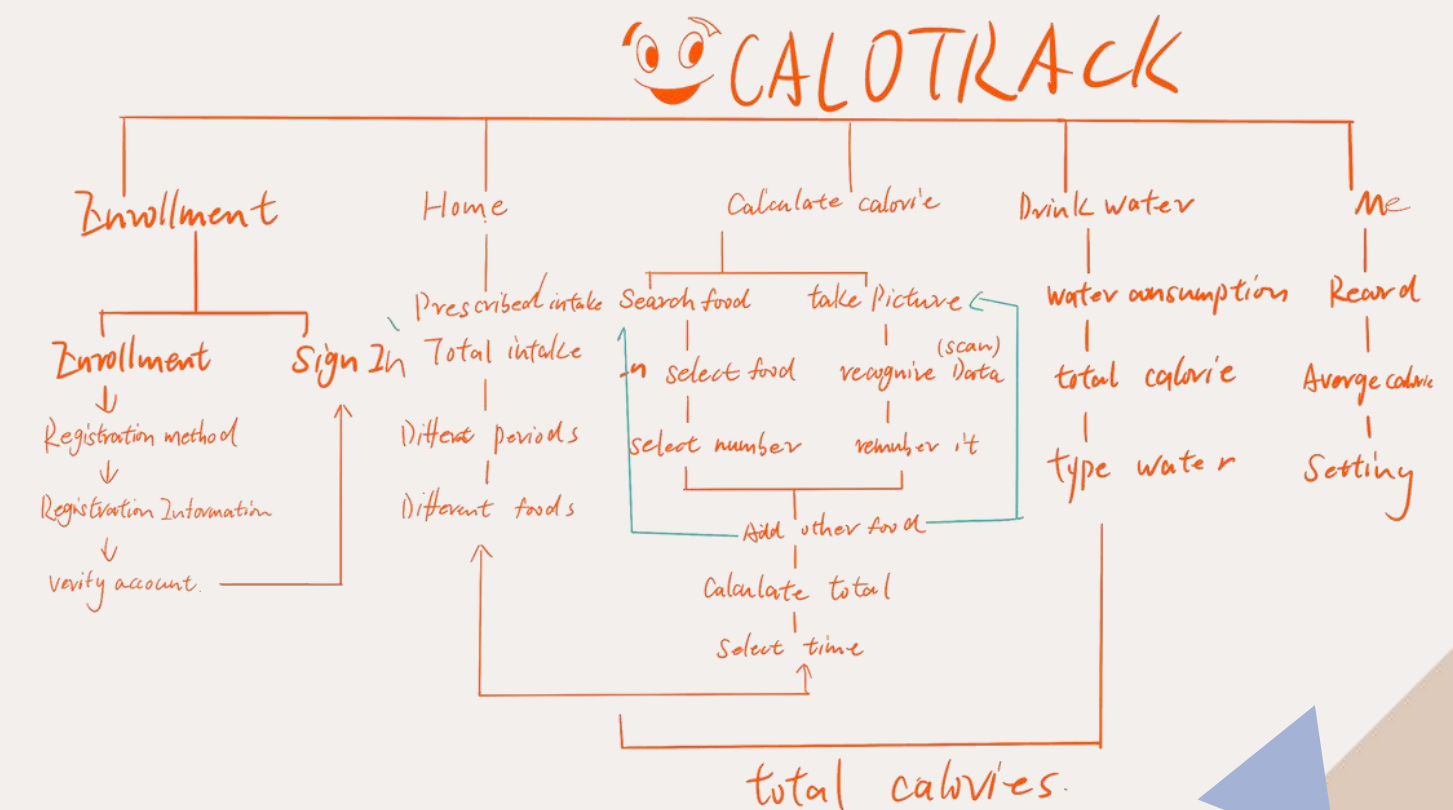
- Need to cover the calorie enquiry tool for food for children and the elderly.
- App interface is friendly and easy to operate, quickly understand food calorie nutrition.
- Provide dietary advice for all age groups and adjustments for specific health problems
- Diet that is suitable for different age groups and health status





With social progress and technological development, people's definition and pursuit of health has become more comprehensive and integrated, and diet, as one of the most direct influences on health and overall well-being, is being focussed on by the younger generation.

- **Simple and clear interface:** Reduce unnecessary complexity and design to make the interface more intuitive and easy to use.
- **Moderate reminder function:** Through reasonable reminder and feedback mechanism, guide users to use the app scientifically instead of over-dependence.
- **Spreading of health concepts:** incorporate the concepts of healthy diet and moderate exercise in the app to help users establish correct health concepts.

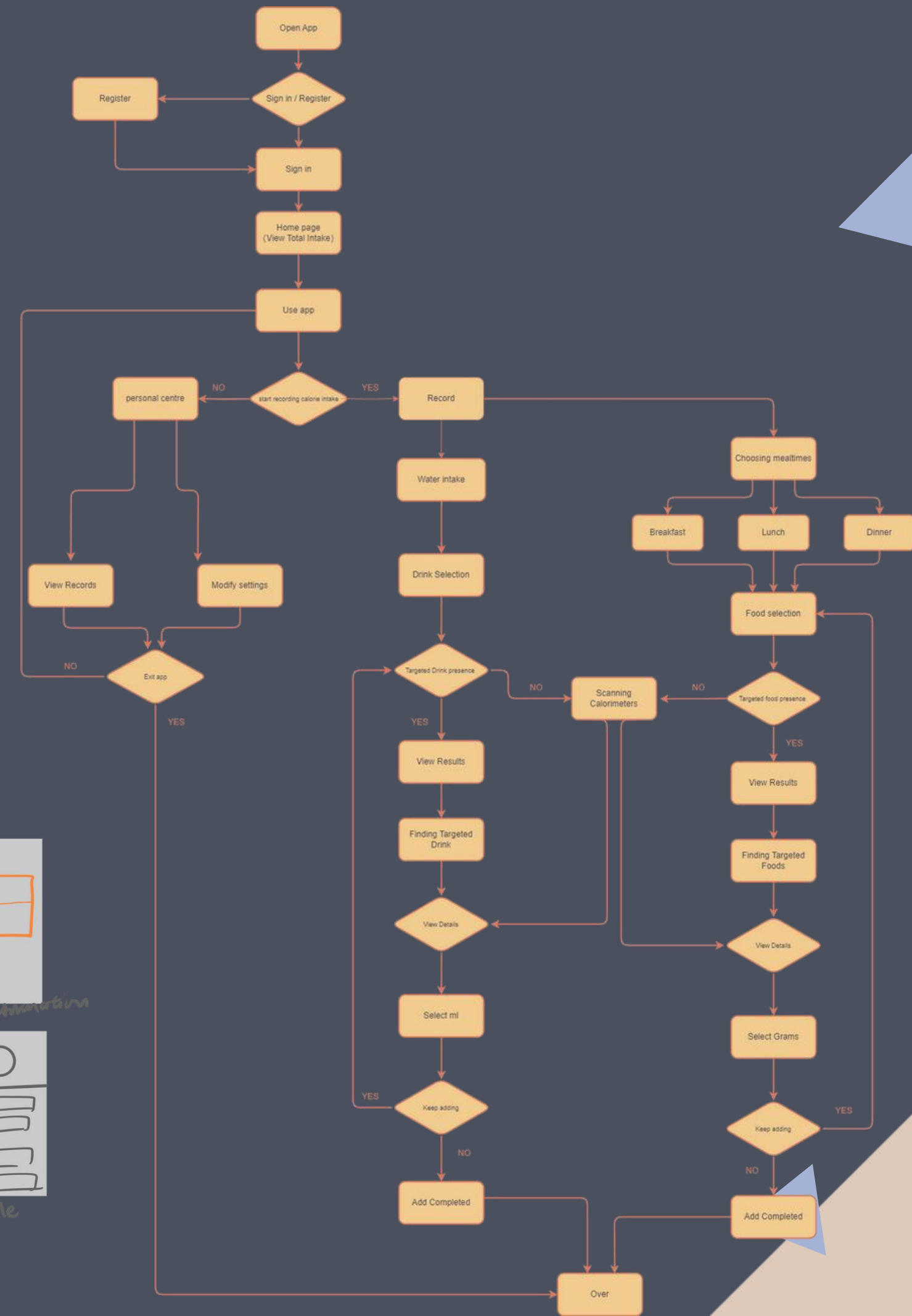




# User Flow

[Video for Testing](#) (click! )

- Keep track of intake and type of intake
- Query target heat
- App usage time

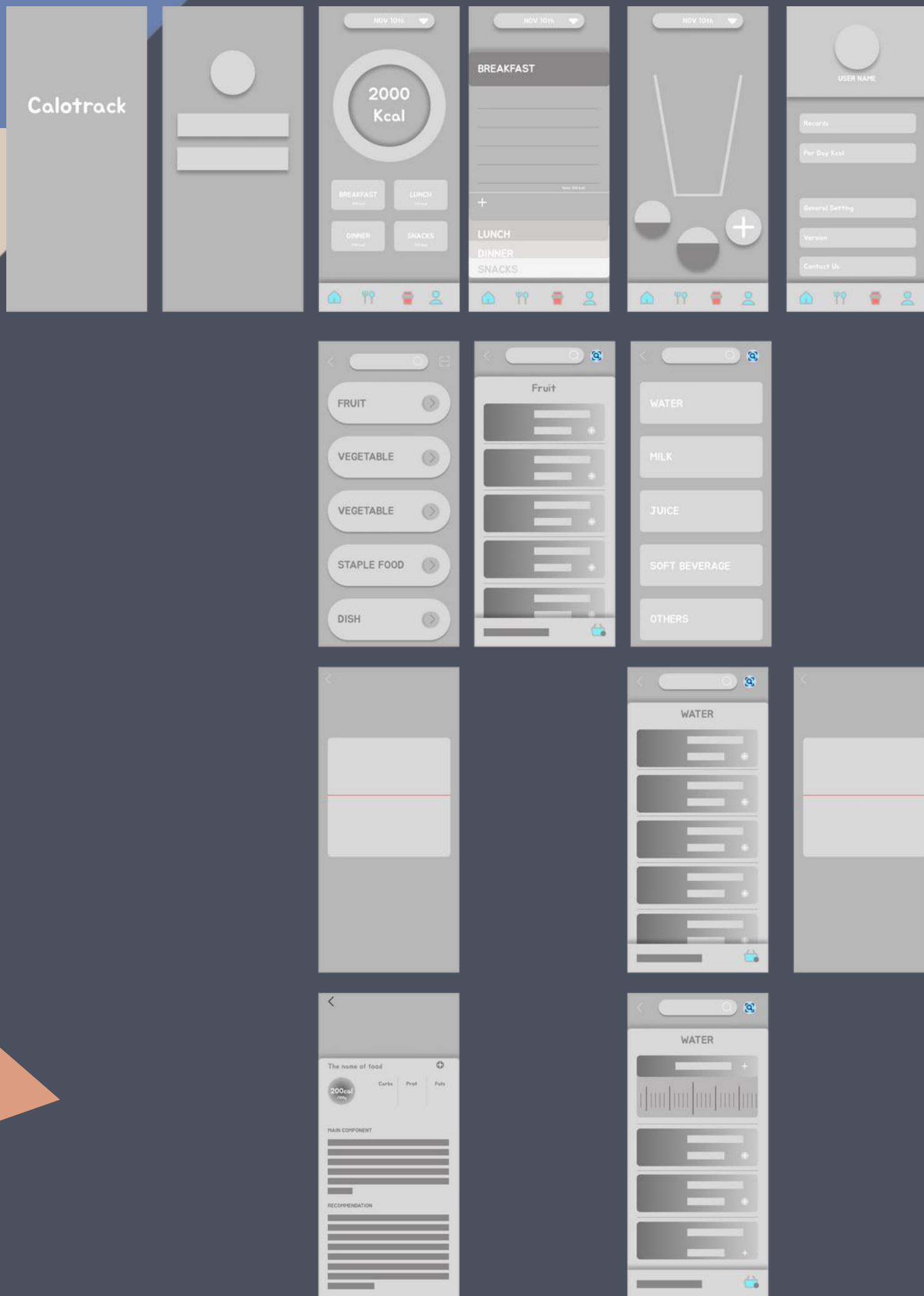


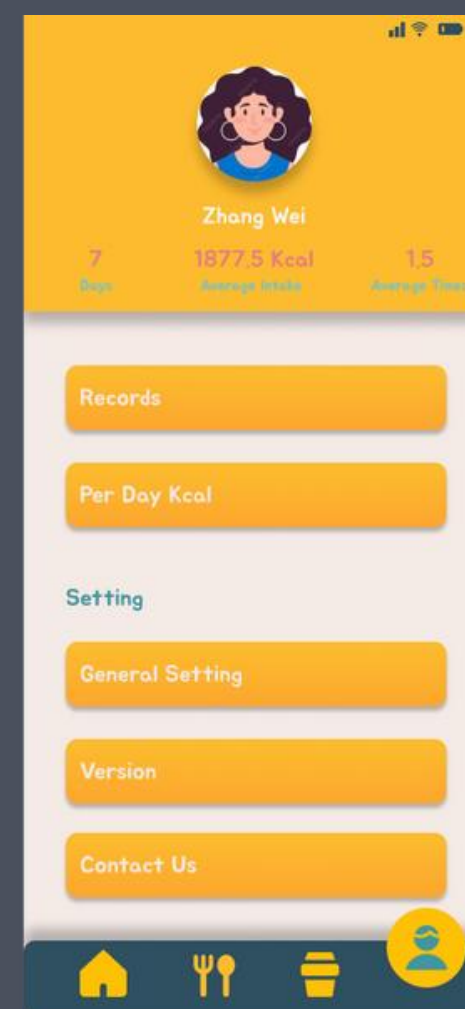
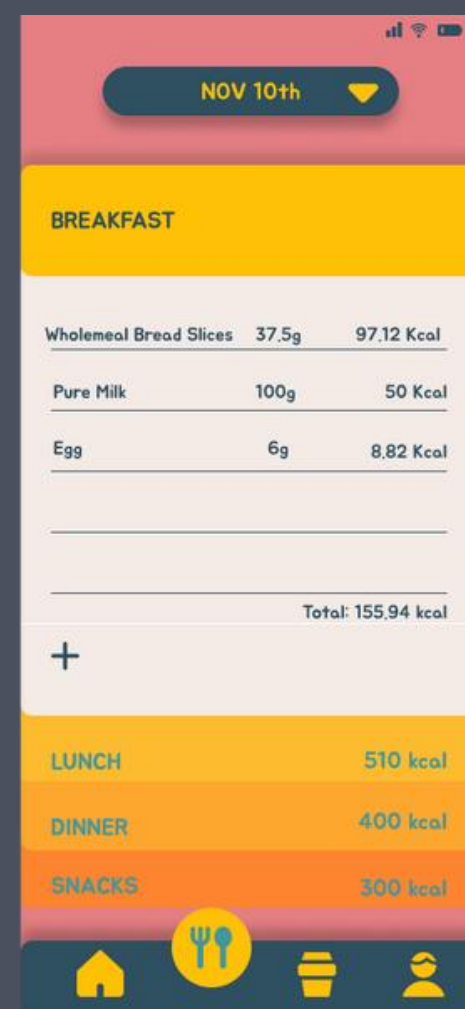
## Function

- A more intuitive intake is added in the Drinks screen for different categories of consumption.
- A more graphic cup style is also used to present the total amount of water consumed.
- Added a page to read the main ingredients of the food and consumption recommendations, and modified the item selection screen for this purpose.
- Added the option to select the amount of water consumed

**Appearance**

- Optimised style and guidelines for the food category interface.
- Unified the style of Icon





## Color Experience

High fidelity

