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One Size Fits NONE:

Your Health. Your Way.



Problem/Solution Overview

Problem

The definition of being healthy has a heavy western bias which prioritizes performance metrics and numerical representations of nutrition, which alienates people beyond the western sphere.

Solution

We're proposing an ever-expanding, individualized, definition of health that prioritizes the way food makes you feel, and connects you with a community with those from similar backgrounds to navigate your health journey together.

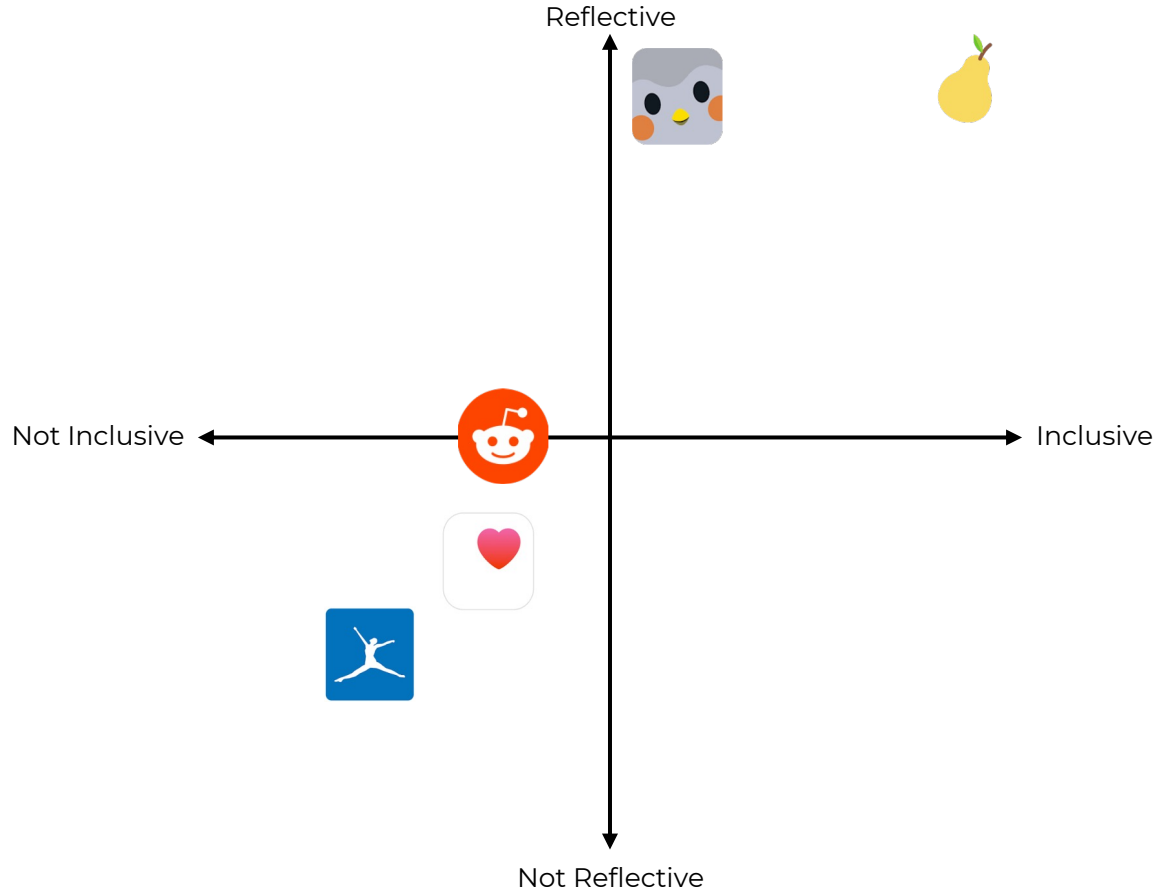


Market Analysis

Categories	Our App	Finch	MyFitnessPal	Apple Health	Reddit
Reflective	✓	✓	✗	✗	✗
Inclusive	✓	✓	✗	✗	✗
Has Social Component	✓	✗	✗	✓	✓
Individualized	✓	✓	✗	✗	✓
Focused on Keeping Up With Health	✓	✓	✓	✓	✗
Wow Factor	✓	✓	✗	✓	✗



Market Analysis



Key



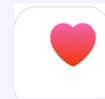
Pear



Reddit



MyFitnessPal



Apple Health



Finch



Embedded Values

Values	Encoding	Conflicts
Reflection	Meal mood tracker	With <i>Efficiency</i> : Tiered system of reflection, level I, II and III based on time available
Inclusion	Communities driven by diverse volunteer backgrounds	None
Health	Ever-expanding, originally undefined definition of health — built around the user	None
Wellbeing	Connects user to resources to support mental and physical health	None
Efficiency	Three main screens, each with defined objective	With <i>Reflection</i> : Tiered system of reflection, level I, II and III based on time available



Simple Task



Reflect on meals
through mood tracker

- Quick Pop-up
- Three moods
- Quick categorization
- Monthly Log
- Interface on Home Screen



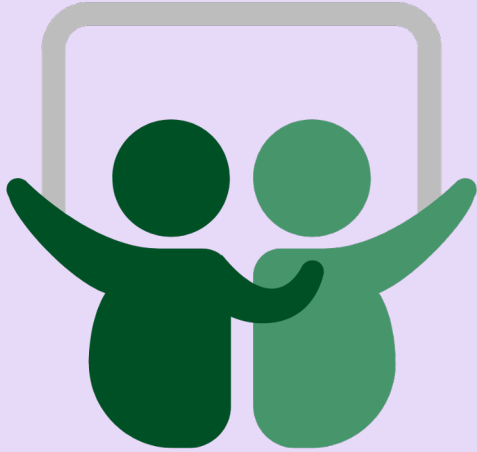
Moderate Task

Building up multiple definitions of health

- Complete activities
- Not conventionally “health-related”
- Improve feeling / well-being
- User searches, completes stuff offline



Complex Task

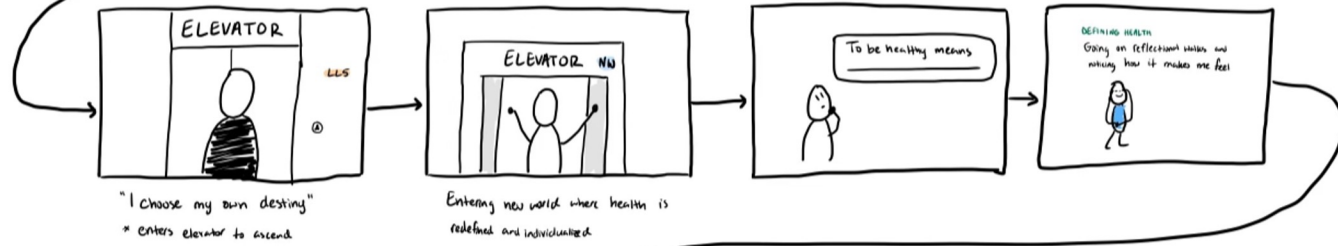
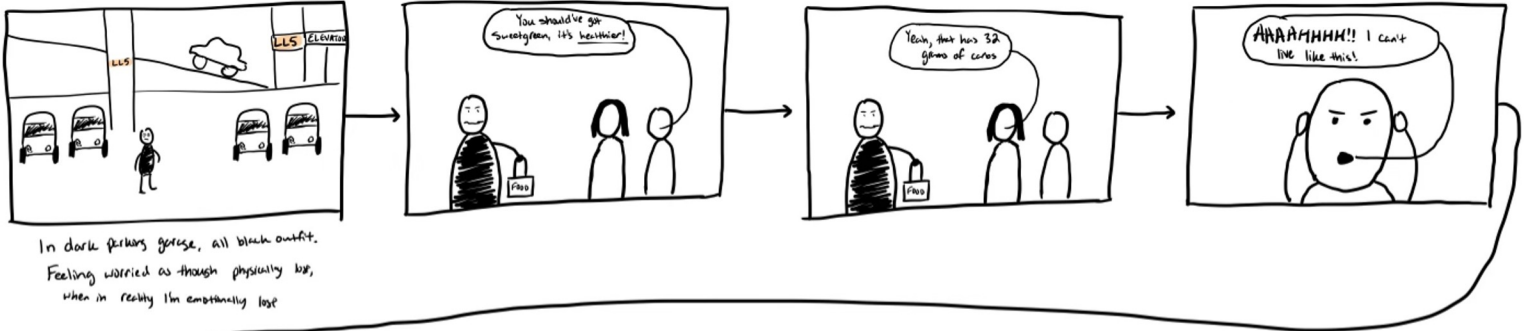


“Connect with
volunteer-led events
around you”

- Requires volunteer recruitment
- Double-ended:
 - Volunteer interface
 - Event-seeker interface
- Constant Updates/Changes
- Training Required
- Safety Moderation



Video Storyboard



Youtube Link

<https://youtu.be/mhkJXaY2yK0>



Appendix

[Link to high quality PDF of storyboard](#)

