

FoodWise

WEEK 4: CONCEPT VIDEO



Content



ORIGINAL IDEA

SOLUTION

MARKET RESEARCH

DESIGN VALUES

STAKEHOLDERS AND ETHICAL
IMPLICATIONS

TASKS

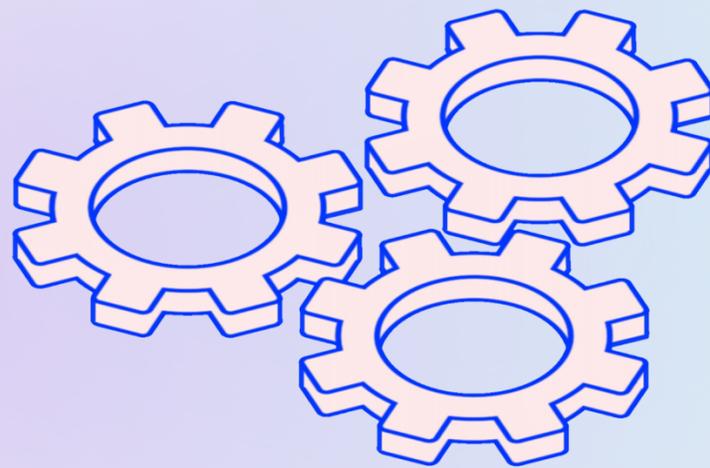
STORYBOARD

VIDEO

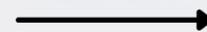
Our Original Solution



WAS A COMMUNITY ORIENTED JOURNALING APP

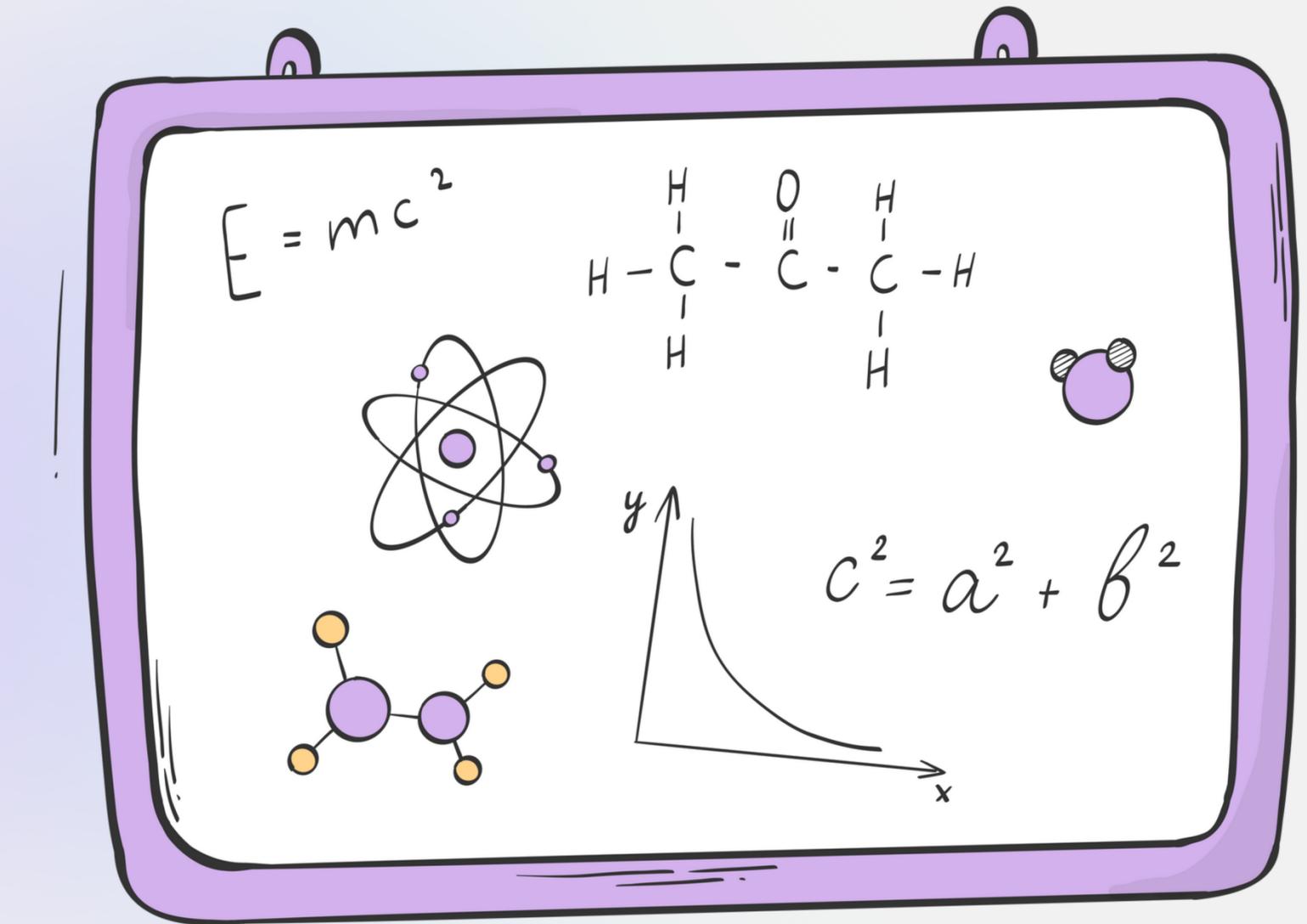


HOWEVER, WE REALIZED THIS WAS DIFFICULT TO MANAGE



AND NOT VERY DIFFERENT FROM WHATS OUT THERE

**So, we had to
go back to
the drawing
board**



Our New Solution



STAGE-BASED RECOVERY

A HOLISTIC RECOVERY ROADMAP, BASED ON ETM, THAT STILL ALLOWS FOR **USER-PERSONALIZATION**

GAMIFY THE PROGRESS

THROUGH SMALL GOAL SETTING AT EACH STAGE, USERS **GAIN EXP** THAT CAN TAKE THEM TO THE NEXT LEVEL OF RECOVERY BY CHOICE

MAINTAIN USER GROWTH

WITH A FINAL MAINTANENCE STAGE THAT WILL ENCOURAGE THE USER TO CONTINUE USING THIS APP AS A **RECORD FOR THEIR MOODS AND RECOVERY METHODS**



ENTRANCE

PRE-CONTEMPLATION

CONTEMPLATION

PREPARATION

ACTION

MAINTENANCE

Our New Solution

YOUR RECOVERY TOOLBOX

USERS WILL GAIN **NEW SKILLS** THAT THEY CAN CALL BACK TO AS THEY GO THROUGH THEIR JOURNEY

A LIST OF **COPING MECHANISMS** THAT THE USER CAN **SELF-CURATE** FOR ANY TRIGGERING SITUATION THEY ENCOUNTER

THESE SKILLS ARE **STORED** IN THE RECOVERY TOOLBOX



FOODWISE

This App is Called



FoodWise

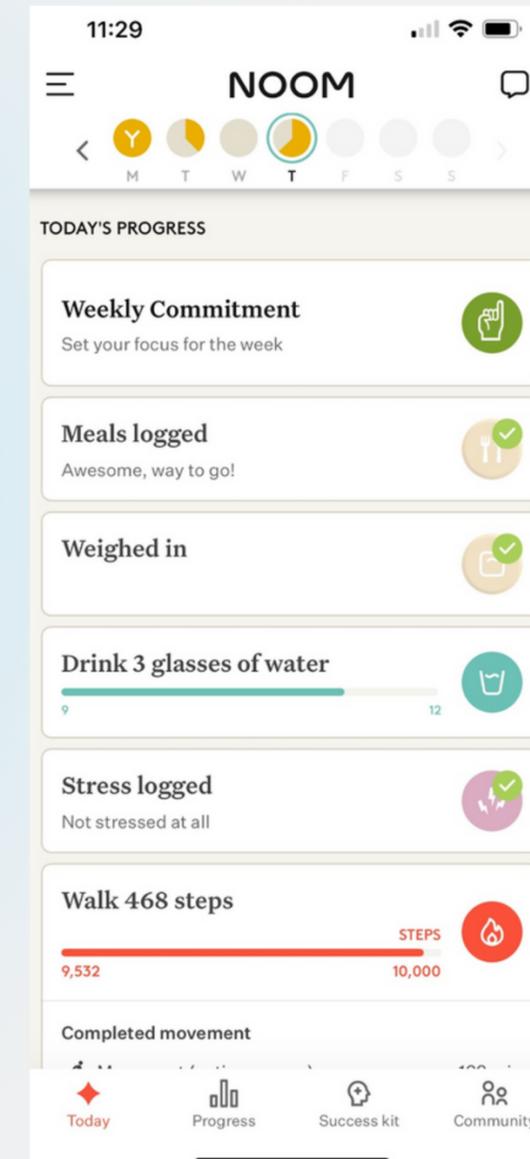
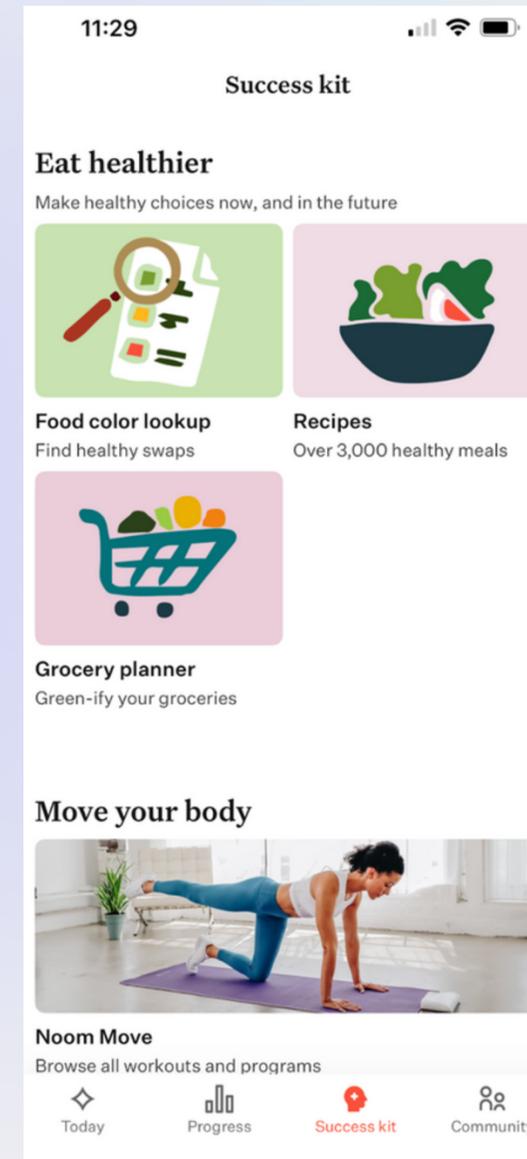
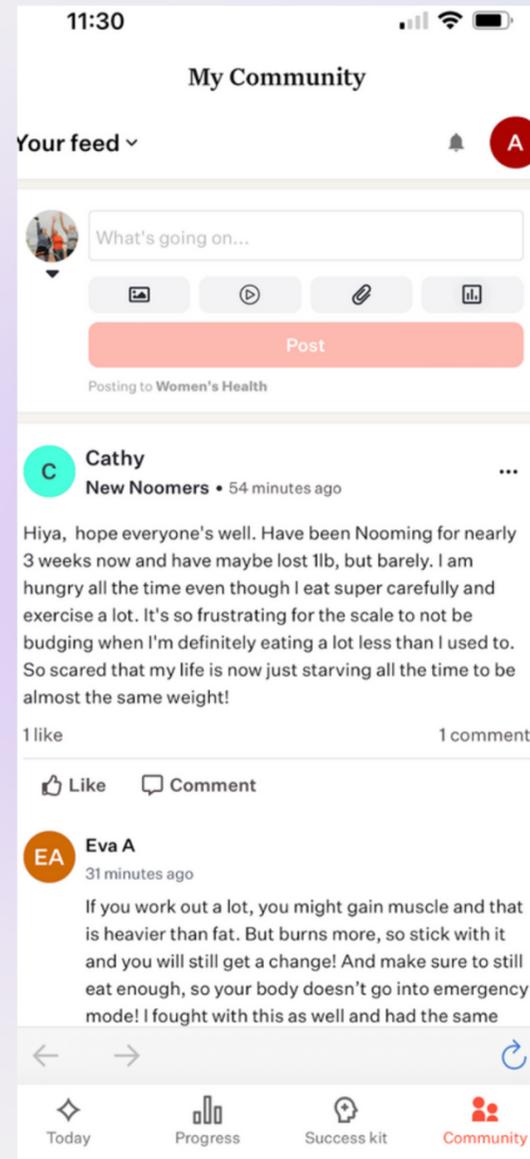
your roadmap to real recovery

Market Research



FOODWISE

AVA STUDIED: NOOM LOSE WEIGHT AND KEEP IT OFF





- FEATURES

- **A COMPREHENSIVE APPROACH**

- to behavior change around eating to instill a healthy relationship with food. This includes features like small daily goals, weekly focuses, as well as your traditional recovery logging

- **PSYCHOLOGY DRIVEN**

- they include mini lessons, personalized coaching (if purchased), food-tracking, stress and mood-tracking, recipes, grocery planner

- **HABIT DRIVEN**

- Primarily seeks to help users incorporate new habits into their daily routines without it feeling like a burden



- IMPLICATIONS

- **LACK OF EMOTIONAL REGULATION**

- Noom does not have anything regarding how to deal with triggers and coping mechanisms for stress that leads to eating disorders

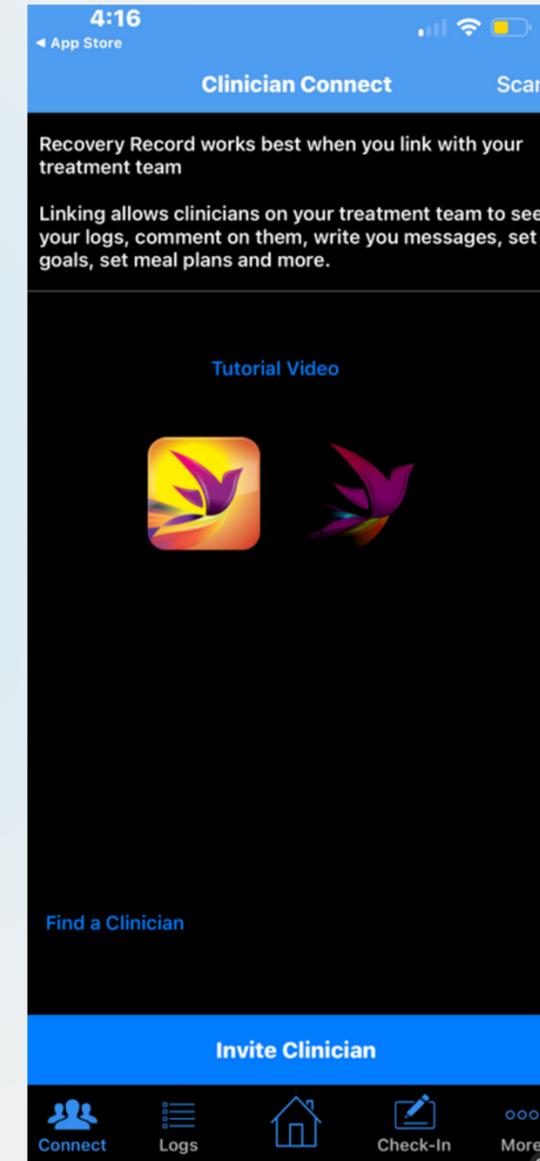
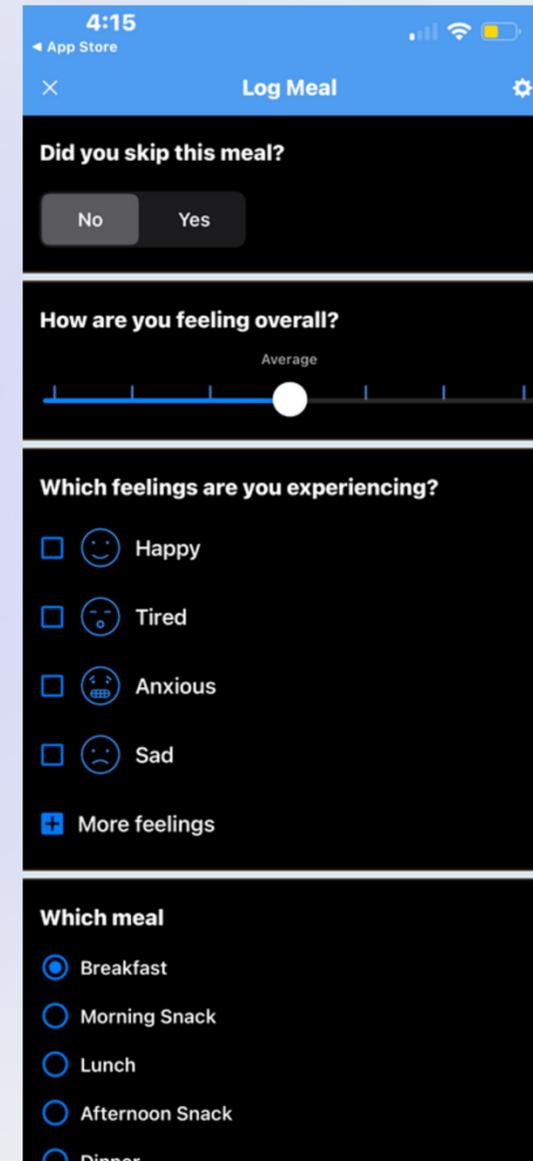
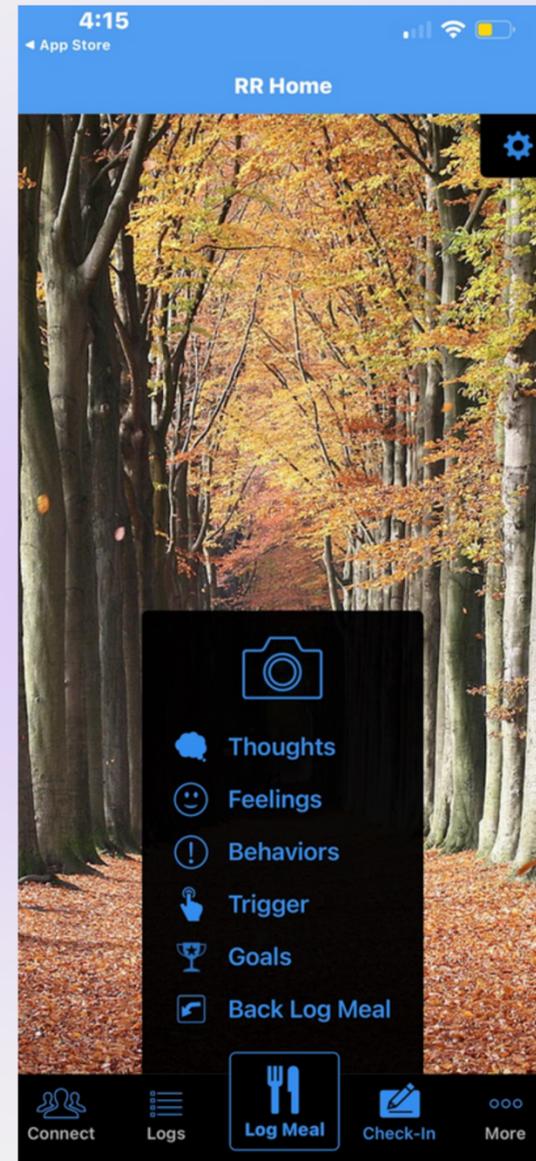
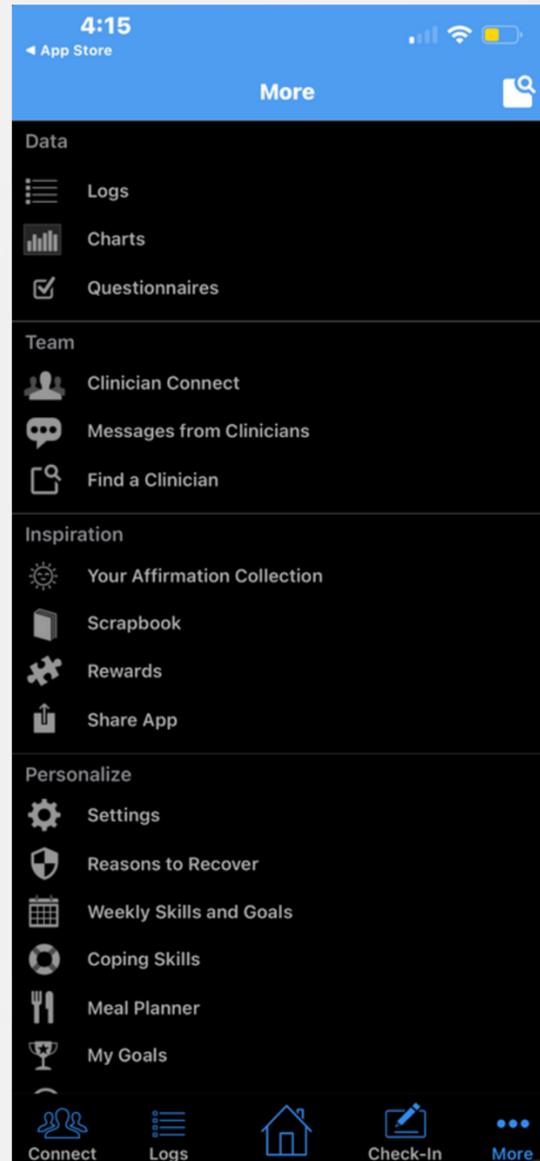
- **FOR WEIGHT LOSS RATHER THAN RECOVERY**

- While they focus on building healthy relationships with food as one of their primary functions, their product is geared more towards healthy weight loss and not eating disorder recovery

FOODWISE

ELTON STUDIED: RECOVERY RECORD

BEST PRACTICE FOR EATING DISORDERS TREATMENT



ELTON STUDIED: RECOVERY RECORD

BEST PRACTICE FOR EATING DISORDERS TREATMENT

- FEATURES

- **USER AUTONOMY**

- Allowing the user to decide which activities and coping mechanisms are most effective to them in their recovery journey

- **KEEPING RECORD OF YOUR RECOVERY**

- Is absolutely its primary function. This involves logging thoughts, feelings, company, food, percentage of meal eaten, etc.

- **INSPIRATION SECTION**

- A unique feature where users can share affirmations with one another as they recover together

- IMPLICATIONS

- **INFORMATION OVERLOAD**

- While every service provided is most definitely useful, it overwhelms the user, both due to the amount but also due to the poor interface

- **PRESENCE OF A PROFESSIONAL**

- The app emphasizes that it is best used alongside a medical professional, which as we learned through our needfinding, is very inaccessible



MAI STUDIED: POMELLOW THE DAILY CARE APP FOR EATING DISORDERS

Total log count
x 17

Proportion

Symptoms
x 3

Fasting
x 2

Joy was felt the most

Symptoms Analysis

*Touch the symptoms to discover the cause

Binge x 1

Diet Pill x 1

Restrict x 1

'Binge' is linked to

having lunch at a restaurant

alone in the evening

At that time Ellie felt

Anxious Calm

And you mainly ate

ex) pizza, beer, potato chips

Friday, Oct 18

How are you feeling and you experiencing?

Joy Proud So-so Annoyed

Anxious Shamed Sad Lonely

Calm Afraid Helpless Stressed

Behaviors

Is there any behaviors? (optional)

Restrict Binge Vomit Chew & Spit

Laxative Misuse Diet Pills Over-exercise Other

Note

Thought diary (optional)

Ellie

i just had a long and stressful day and it's 4am and it still isn't over

I'm really sorry to hear that your day has been so overwhelming. It can be incredibly tough when it feels like there's no end in sight. If you're open to it, we could try a simple mindfulness exercise to help you find a moment of calm. Taking a few deep breaths and focusing on the present can sometimes ease stress and help you feel more grounded. Would you like to give it a try?

sure

Ellie

Great. Let's begin by finding a comfortable position, whether sitting or lying down. Close your eyes if you feel comfortable doing so. Now, take a slow, deep breath in through your nose, counting to four as you inhale. Hold that breath gently for a moment, and then slowly exhale through your mouth to the count of four.

As you breathe out, try to release any tension you're holding in your body. Repeat this process a few times at your own pace. Focus on the sensation of the air entering and leaving your body.

Whenever you're ready, let



MAI STUDIED: POMELLOW

THE DAILY CARE APP FOR EATING DISORDERS

- FEATUTURES

- **A FOOD DIARY**

- So the user can record their meals, how much they ate, what time, with whom they ate, their mood as they ate, and if any harmful behaviors were practiced with this meal.
- Uses the data gained from this as well to try to identify patterns in your behavior (triggers and responses)

- **A THERAPEUTIC CHATBOT**

- Named Ellie who is meant to help you process your emotions as you go through your recovery

- **A “FRIENDING” FUNCTION**

- Where you can invite other people to the app, but as people who are your support system in recovery

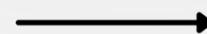
- IMPLICATIONS

- **THE HUMAN EXPERIENCE**

- While Ellie has the intention of helping you deal with your emotions, she seems to consistently always try to offer you a solution immediately. While this is absolutely helpful in some situations, other times you may just want to talk.

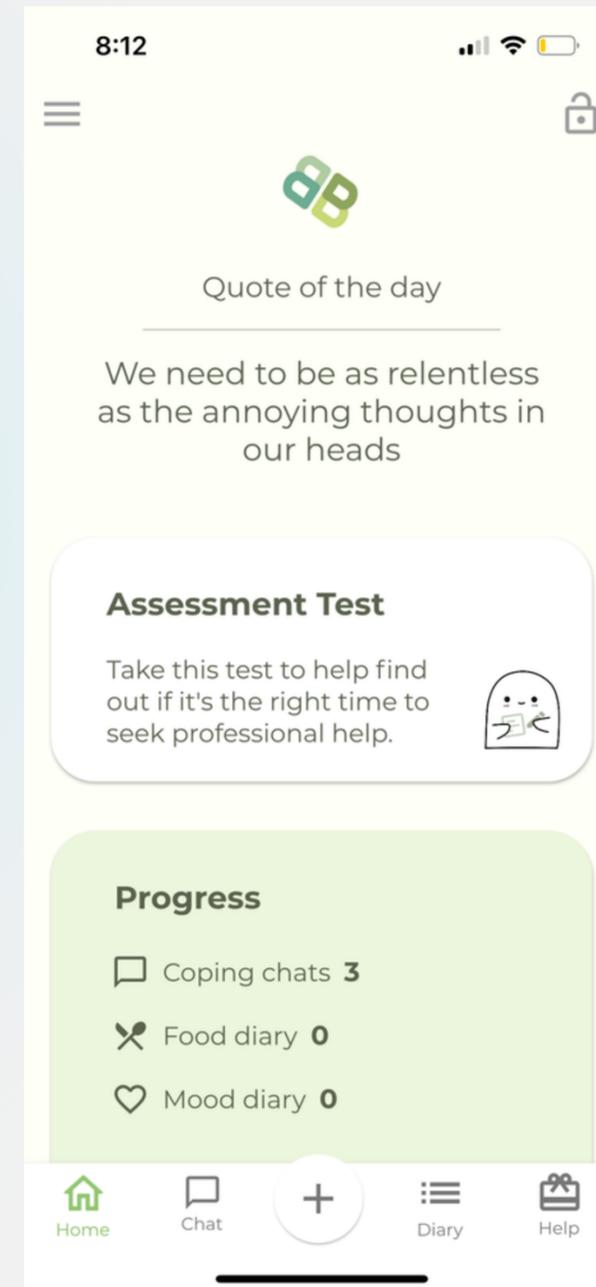
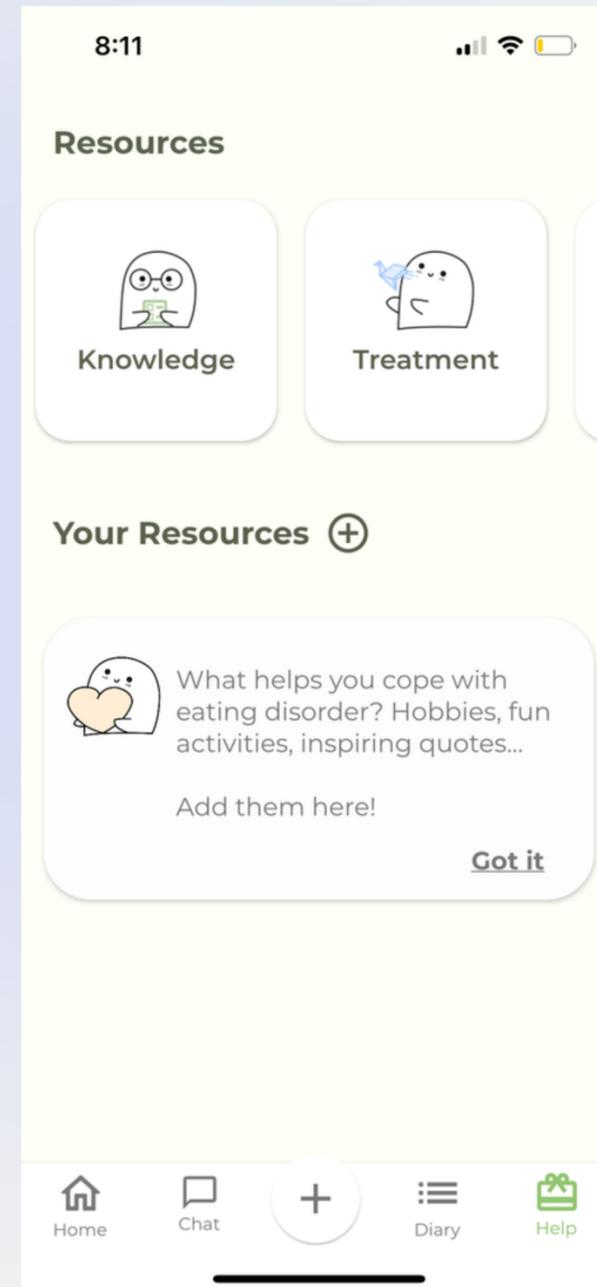
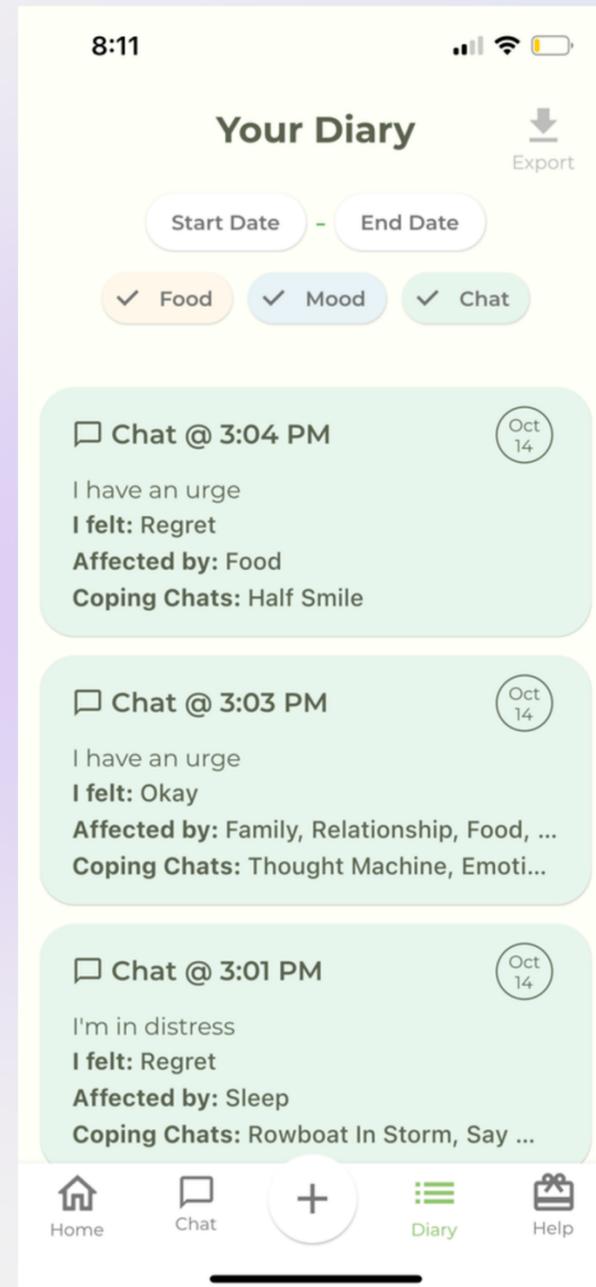
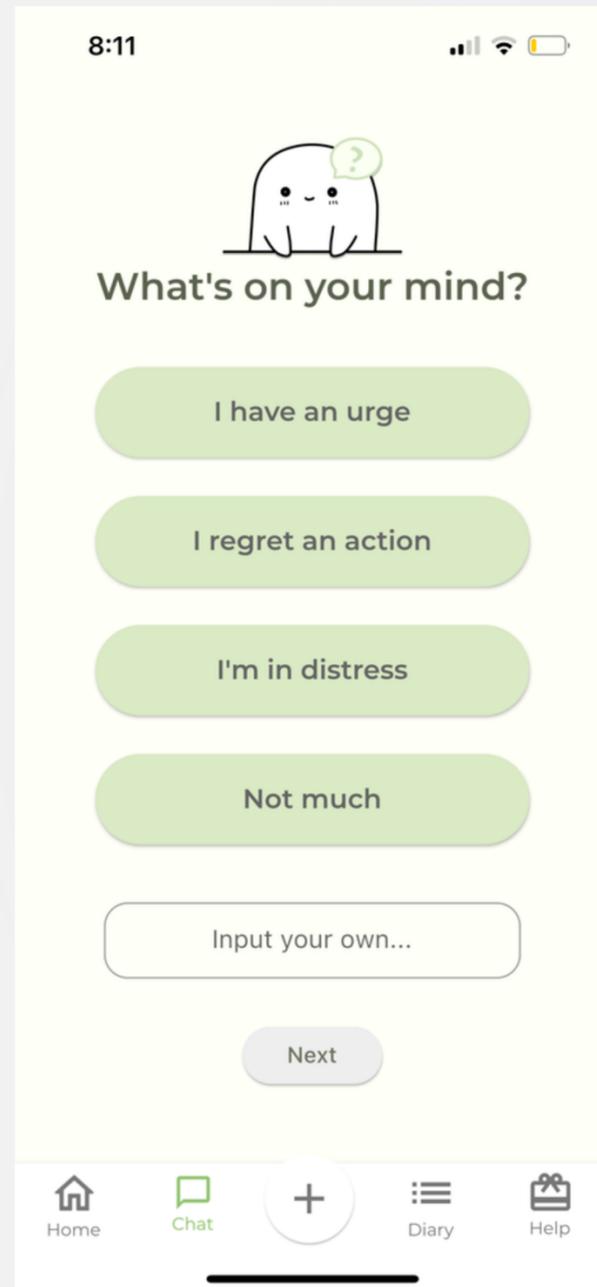
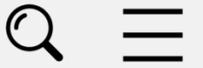
- **LACK OF AUTONOMY**

- The user is not the one identifying patterns in their own behavior, the app is. However, this takes away a very necessary part of recovery from the user, reflection and autonomy.



NAYOUNG STUDIED: BRIGHTER BITE

EVERY STEP COUNTS



NAYOUNG STUDIED: BRIGHTER BITE

- FEATURES

- **UNIQUE OPENING INTERFACE**

- Prompts the user, asking if they:
 - Have an urge, regret an action, are in distress, or are simply feeling fine. The user may also input their own response
- It then recommends several coping mechanisms based on the user's responses

- **FOOD & MOOD DIARY**

- Where you record meals/snacks with options to leave some notes and pictures, as well as your emotions and urges to track what caused certain types of feelings or events

- **RESOURCE PAGE**

- Where the user could learn more about eating disorders and eating disorder recovery

- EVERY STEP COUNTS

- IMPLICATIONS

- **MANAGING EMOTIONS** is one of the primary aspects of eating disorder recovery
 - It could service this better if there is more structure to guide the user's recovery and show tangible growth
- **COPING MECHANISMS** could be curated with more focus towards the user
 - Rather than giving users coping mechanisms, it could help them identify what their greater triggers are and ask them what they can do to combat them, making the user more involved in their own recovery

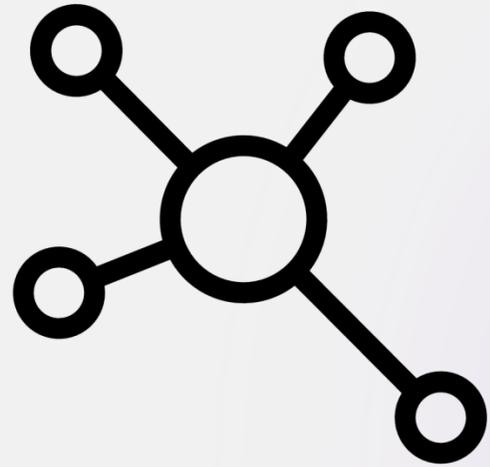
Our Competitor Comparison Matrix

	NOOM	BB	POMELLOW	RR
FOCUSES PRIMARILY ON ED RECOVERY		✔	✔	✔
EMPHASIZES USER AUTONOMY				✔
HELPS USER DEVELOP COPING MECHANISMS		✔	✔	✔
INVOLVES MEAL TRACKING	✔		✔	✔

Design Values

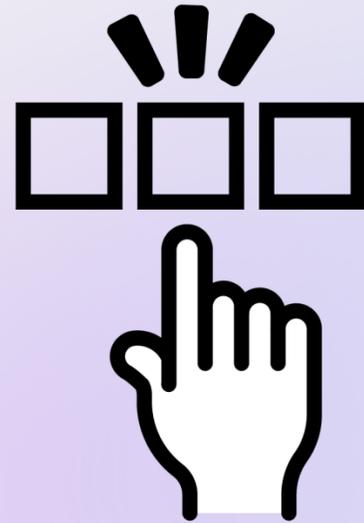


Our Core Values



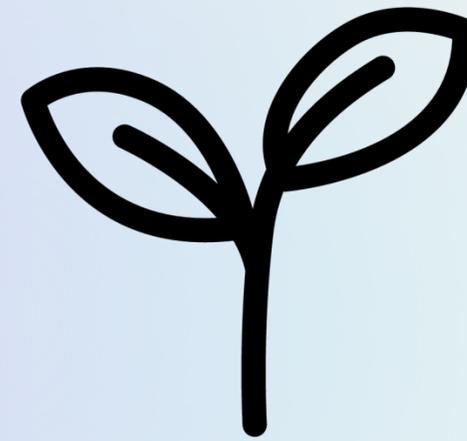
STRUCTURE

ALLOWS PEOPLE TO SEE A TANGIBLE SOLUTION TO THEIR PROBLEM



AUTONOMY

EMPOWERS THE USER TO REGAIN CONTROL OF THEIR HABITS



GROWTH

IS NECESSARY TO INSTILL HOPE. WHEN YOU SEE YOUR PROGRESS, YOU BELIEVE IT



FUN!

IS VITAL TO ENSURE THE USER CONTINUES THEIR RECOVERY



Stakeholders and Ethical Implications



Stakeholders

WE RECOGNIZE THIS PRODUCT HAS A WIDE REACHING IMPACT, HERE WE HAVE IDENTIFIED SOME WHO MAY BE INTERESTED

- **DIRECT STAKEHOLDERS:** people who may directly partner with us
 - Health and mental health organizations, those who specialize with psychiatrists, psychologists, therapists, nutritionists, and dietitians
 - Peer support communities that service our primary users, such as Overeaters Anonymous and the Emily Program
- **INDIRECT STAKEHOLDERS:** people who may use our app, but not directly partner with us
 - Advocacy organizations whose primary focus is awareness, such as the National Eating Disorders Association (NEDA)
 - Counselors and school wellness programs which likely will not directly interact with us, but could recommend the app to those who are seeking help



Ethical Implications: Our Tarot Cards of Tech

NUMBER 1: VIDEO KILLED THE RADIO STAR

IN THE EVENT THIS PRODUCT IS INCREDIBLY SUCCESSFUL, SOME PEOPLE MAY GO OUT OF BUSINESS.

For instance, our app uniquely uses techniques from addiction recovery and adapts it to fit eating disorder recovery. So, one can conclude that if all goes well, people will look to this as a new, innovative, and ideal way to treat an eating disorder. This may put CBT therapists out of a job.

Institutions can also certainly be impacted by this. Primarily medical and therapeutic ones. This could innovate the way we treat eating disorders

THE
RADIO STAR



**Who or what disappears
if your product is
successful?**

Who loses their job?

What other products or services
are replaced?

What industries, institutions or
policies would be affected?



Ethical Implications: Our Tarot Cards of Tech

THE SCANDAL



What's the worst headline about your product you can imagine?

What about your business model would concern users most?

In what scenarios could your product cause harm or endanger people?

If your product was used entirely opposite of how it's intended, what does that look like?



NUMBER 2: OH MY, WHAT A SCANDAL!

“NEW APP DUMBS DOWN ED RECOVERY, INCREDIBLY TONE DEAF”

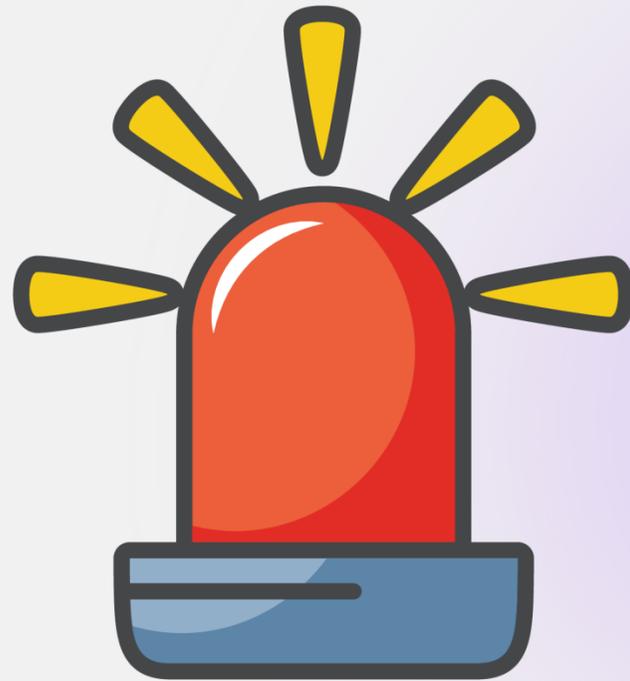
We understand that in trying to make recovery structured in such a way where it fits every kind of ED patient is an incredibly difficult task. There is a reason many people don't use apps, it's hard to make it work for you.

However, we do believe that in providing structure, we ultimately provide a more accessible, yet still personalizable, route to recovery. Of course we can see how structure may in fact induce stress in a user, especially if they feel as though they are not sticking to their recovery goals. But we hope that in making it fun, lighthearted, positive, and without excessive tracking, the user will feel safe in the structured environment

Tasks



Simple



A USER WANTS TO IDENTIFY THEIR TRIGGERS IN ORDER TO AVOID THEM

Moderate

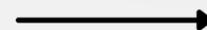


A RECURRING USER WANTS PERSONALIZED RECOVERY GUIDANCE BASED ON THEIR STRESSORS AND SYMPTOMS

Complex



A USER WHO HAS COMPLETED THEIR RECOVERY JOURNEY WANTS MAINTAINABLE STRATEGIES BASED ON THE STEPS THEY TOOK TO HEAL



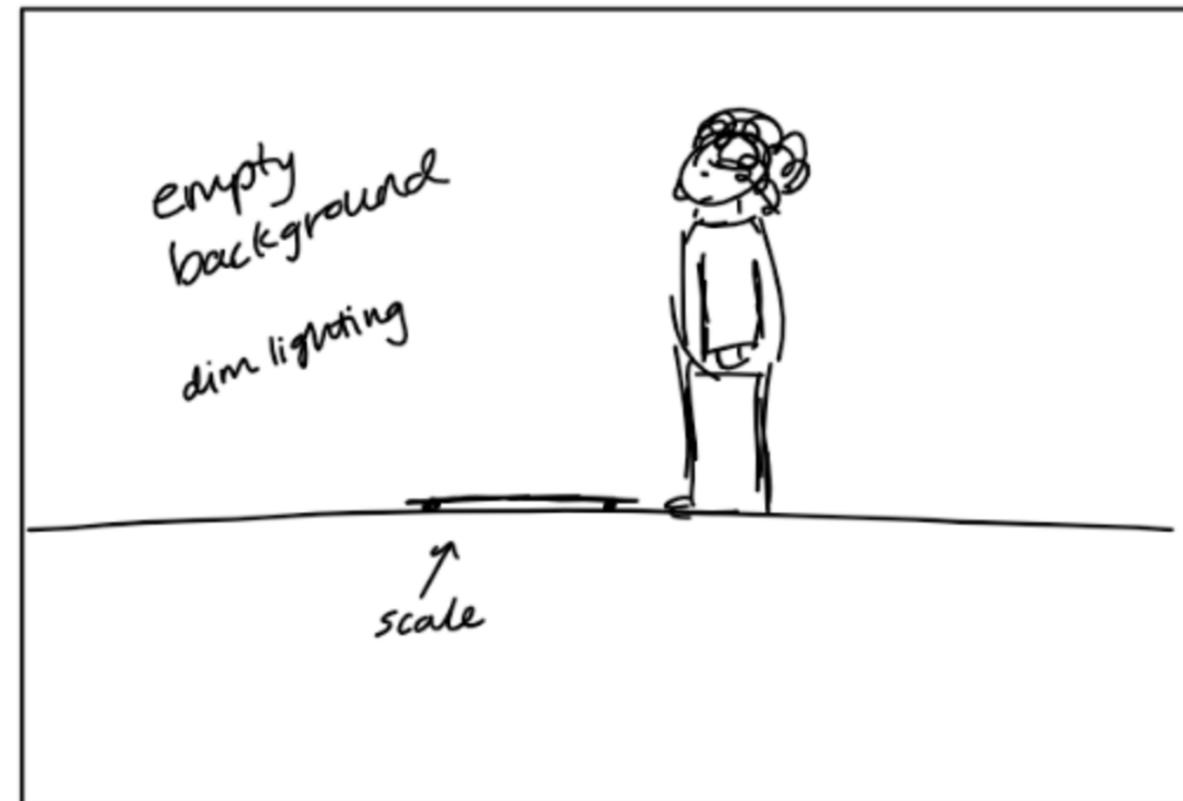
Storyboarding





Refridgerator Scene (opener)

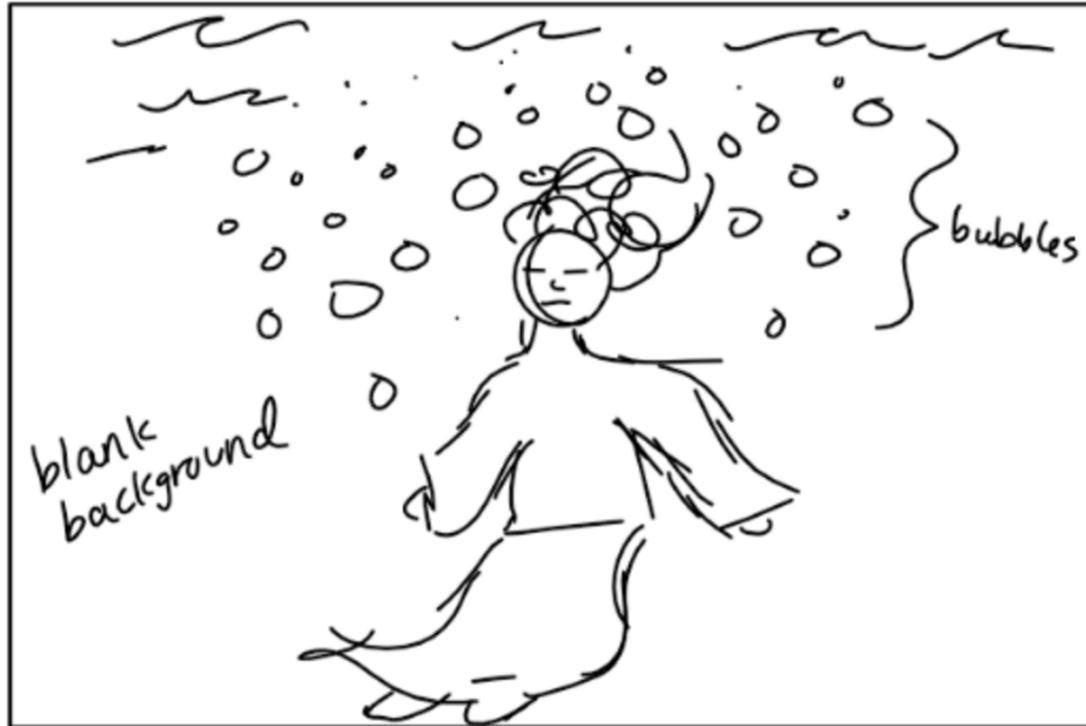
- Mai opens frigde - contemplating a food item
- Tone: dark, heavy, tired, dim lighting
- No music yet



Scale Scene

- Mai in front of scale - show hesitation
- Tone: somber, serious, struggling
- Soft strings in background to capture emotion
- Eventually step on scale → illustrate poor relationship with body/eating disorder





Water Scene #1

- scale transition into splash into water and sinking, slow-motion
- tone: empty, drowning, helpless, alone
- continue with light strings
- ideally dim lighting but potentially cannot change this due to pool lights



Flashbacks Scene

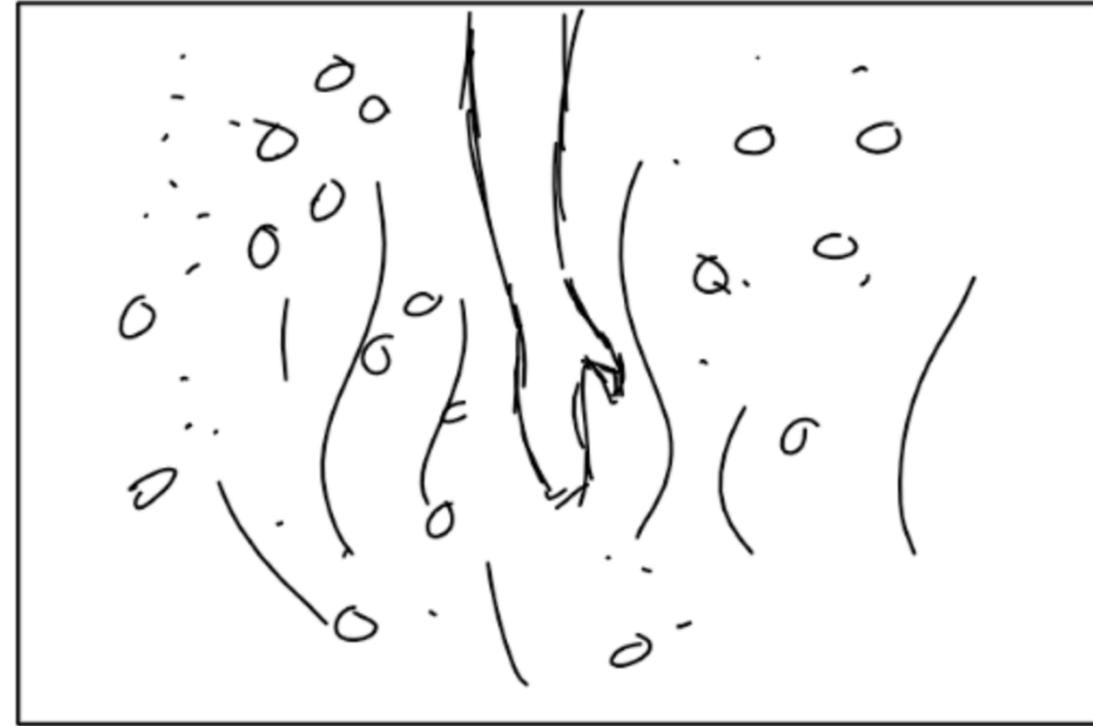
- show variety of flashbacks to illustrate pain and triggers of eating disorder
- ★ Scrolling social media + mirror illustrate task #1: Identify triggers in order to avoid them.
- Tone: fast, overwhelming, stressful, painful
- Different settings + environments





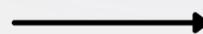
Water Scene #2

- back to floating, bubbles
- very slow-motion, contrast to flashbacks
- show drowning still from eating disorder
- tone: still, drowning, alone
- still soft strings in background



Hand Reach Scene

- hand reaches out, signifying help from the app (hand because it's personalized)
- ★ Illustrates Task #2: A user wants personalized recovery guidance based on their stressors and symptoms.
- tone: peaceful, someone's here to help, no longer alone
- brighter lighting to signify hope + recovery





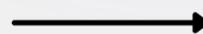
Mai Takes the Hand Scene

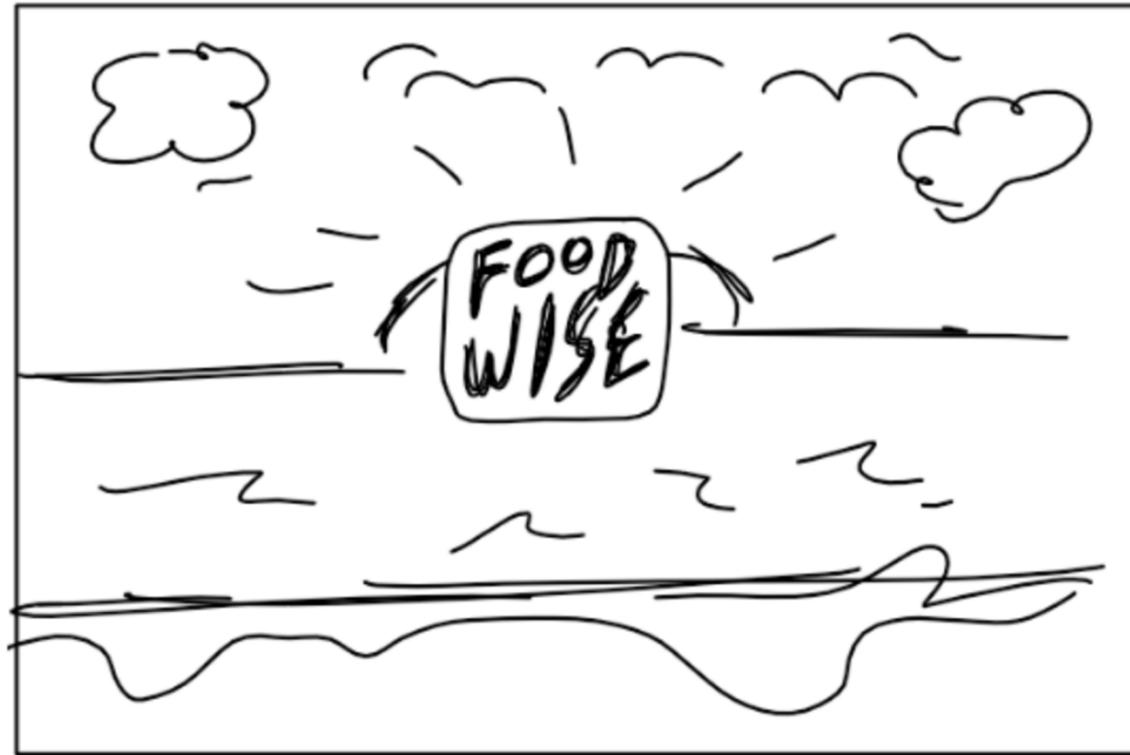
- signaling wanting to heal and get help — needed for recovery
- not in slow motion
- tone: hopeful, support, no longer alone, a brighter future
- no longer soft strings in the background



Beach Scene

- girls play happily at the beach, signaling recovery & resuming happy life
- ★ Illustrates Task #3: a user who has completed their recovery journey wants maintainable strategies based on the steps they took to heal.
- tone: happy, light-hearted, carefree, healed, stable joy
- happy guitar music plays





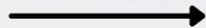
Logo + Tagline Scene

- "FoodWise" logo fades in over beach clip
- with tagline: "your road to real recovery."
- tone: peaceful, beautiful, soft, calm
- clear that app aids in eating disorder recovery
- happy guitar music plays



Concept Video





Website

