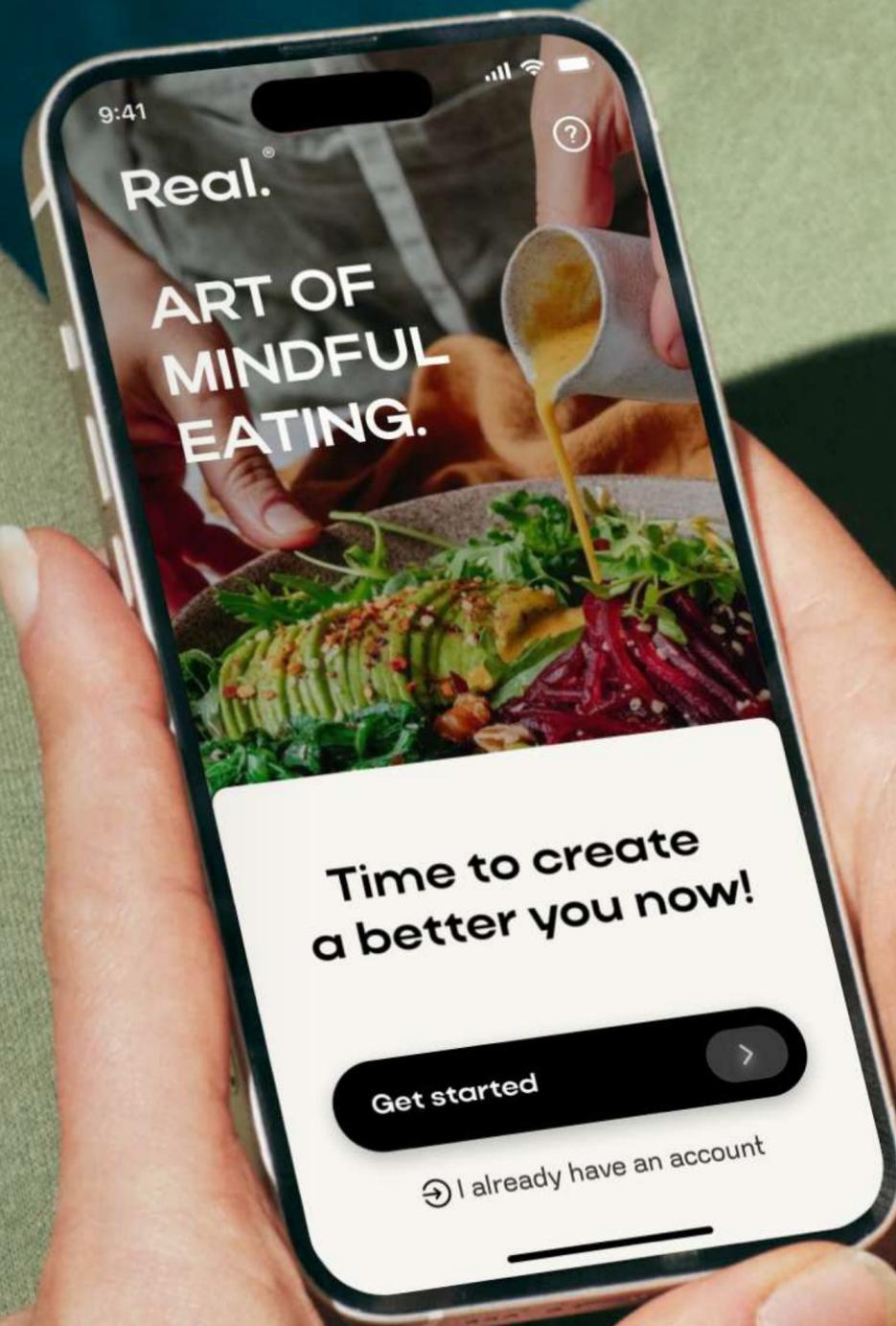
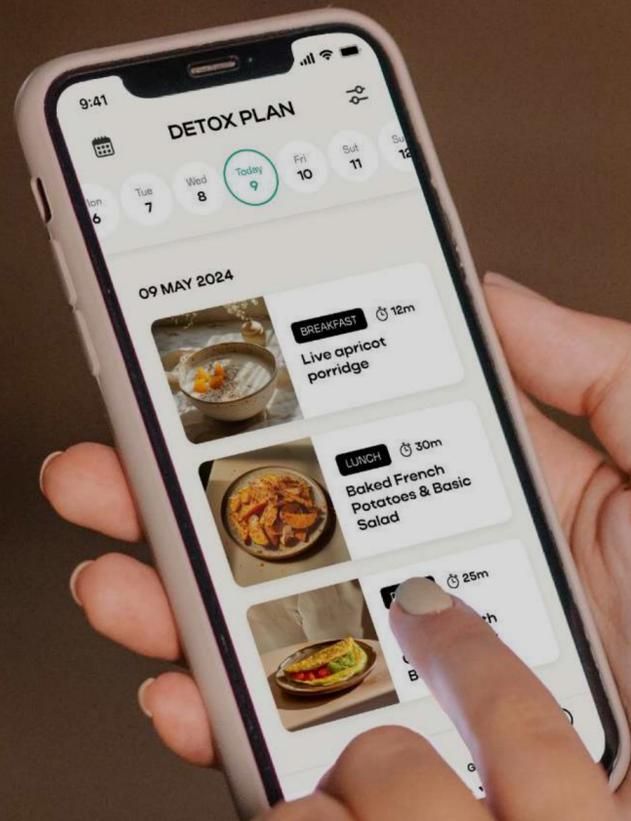


REAL: YOUR PERSONAL COACH FOR MINDFUL EATING.

Realwellness is a mobile app that acts as a personal nutrition coach, creating personalized meal plans based on individual body biochemistry and food compatibility.

It optimizes meals throughout the day, considering biochemical interactions and circadian rhythms to enhance digestion, energy, and health.





KEY METRICS

- **User Engagement Rate:** Measure of daily and weekly active users, app session length, and frequency of usage.
- **Onboarding Completion Rate:** Percentage of users who successfully complete the onboarding process.
- **Conversion Rate:** Percentage of users upgrading from free to premium subscriptions.

COMPETITORS

MyFitnessPal, Lifesum, Noom, Cronometer, Yazio.

TASK

RealWellness focuses on holistic health improvement, not just calorie counting like many competitors. Our task was to simplify the onboarding process while still collecting the vital data needed for in-depth personalization based on the user's biochemistry and the biochemical compatibility of food components. At the same time, we aimed to strike a balance between functionality and ease of use, ensuring Realwellness stands out in the competitive nutrition app market by delivering a personalized, science-backed nutrition plan that feels effortless for the user.

DESIGN PROCESS

To work on this project, we adopted the Lean UX methodology. This approach emphasizes rapid experimentation and iterative design to create a minimal viable product (MVP). By focusing on building, measuring, and learning quickly, we aimed to validate our hypotheses and refine our solutions based on real user feedback. This iterative process helped us streamline development, reduce waste, and ensure that the final product effectively meets user needs while maintaining a balance between functionality and ease of use.

01 UNDERSTAND AND DEFINE

- Secondary Research
- Competitive Analysis
- User Insights
- Problem Statement

02 CREATE HYPOTHESES

- Ideation
- Hypothesis Formulation

03 BUILD AND PROTOTYPE

- MVP (Minimum Viable Product)
- Low-Fidelity Prototypes
- Information Architecture
- User Flow

04 TEST AND MEASURE

- Usability Testing
- Data Collection
- Feedback Analysis

05 LEARN, ITERATE, AND SCALE

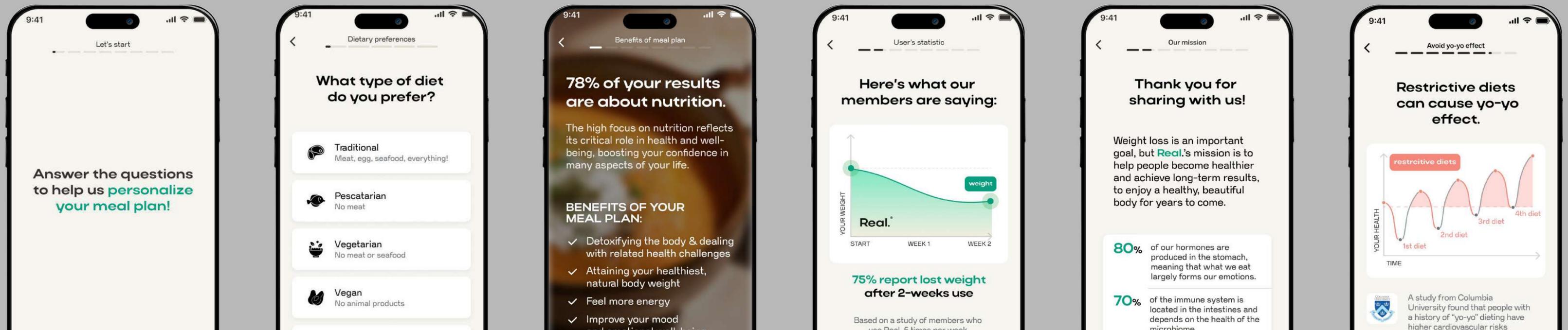
- Insight Analysis and Refinement
- Iteration
- Scaling and Implementation

SECONDARY RESEARCH: PRE-REGISTRATION QUESTIONNAIRE

We began by researching personalized nutrition, biochemical compatibility, and circadian-based meal optimization to understand trends and user pain points, such as difficulty with generic meal plans and fluctuating energy levels.

One of the primary challenges was designing a questionnaire needed to do two things: first, educate users about RealWellness's competitive advantages—like its science-backed approach to meal personalization and optimization based on individual biochemistry and circadian rhythms. Second, it had to gather the detailed data necessary to generate personalized meal plans, while being simple and engaging enough to hold users' attention.

Beyond just educating users, the questionnaire also needed to serve as a strategic sales tool. By smoothly guiding users from understanding the value of personalized nutrition to committing to the app's service, it set the stage for conversion—building trust while collecting the essential information needed to deliver a truly personalized experience.



COMPETITIVE ANALYSIS

We also analyzed competitors and related apps across the fitness and wellness spectrum, such as BetterMe, HeadSpace, Unmind, Calm, Fastic, and Zero. In addition, we studied more direct competitors like, Eato, Simple, Lifesum, Yazio, Noom and MealPrepPro.

Thanks to the analysis, it was possible to identify the main trends on which the marketing emphasis is placed, as well as favorable solutions from the point of view of usability.

Lifesum[®]

 headspace[®]

 YAZIO

BetterMe

NOOM

Zero

 MealPrepPro

Calm

deliciously
ella[®]

 SIMPLE

ANALYSIS

HYPOTHESES

I start by diving deep into the project's domain, exploring the concept and vision behind the product. Next, I collaborate with stakeholders to get a clear understanding of the company's goals, challenges, and the problems they're aiming to solve. Based on this, I create a list of potential issues and develop initial hypotheses to shape the design process, even before the product is launched.

COMPREHENSIVE QUESTIONNAIRE FOR PERSONALIZATION

If we create a detailed questionnaire with more than 30 targeted questions covering dietary habits, health conditions, biochemical preferences, and lifestyle factors, we will be able to generate highly personalized meal plans. This will result in higher user engagement and retention, as users feel their specific needs are being met.

MEAL OPTIMIZATION BASED ON CIRCADIAN RHYTHMS

If we design meal plans that consider circadian rhythms and optimize meal timing based on users' daily activity and natural energy cycles, we will improve digestion and energy levels throughout the day. This will lead to higher user satisfaction and a greater likelihood of long-term app use.

GROCERY LIST INTEGRATION WITH MEAL PLANS

If we provide users with a real-time, auto-generated grocery list that adapts to their meal plans, allowing them to easily find and purchase ingredients, we will streamline the meal prep process. This will increase the likelihood of users following the plan, leading to improved health outcomes and increased app loyalty.

HYPOTHESES

INTERVIEW

Before recruiting people for interviews, I form a sample of respondents - what characteristics describe the user, and whose experience will be relevant to the project. Because not every user suits us. To do this, I form a general profile of the respondent and prescribe the criteria by which I will select respondents.

SCREENING CRITERIA FOR RESPONDENTS

- Gender and Age (20-60 years old)
- Income (average/above, average/high)
- Personal food preferences, as well as the current health status of various organs.

WHAT IS IMPORTANT TO UNDERSTAND

- Who is our user, what is his goal and motivation
- Has the user tried any health correction methods with the help of nutrition before?
- What is his current experience - what steps he goes through, what actions he take on them, what challenges he has before.

16
RESPONDENTS

45m
DURATION OF EACH

60
QUESTIONS

FIRST ROUND

RESULTS AFTER THE FIRST ROUND OF INTERVIEWS:



RESPONSE TIME INSIGHTS

I analyzed the response times for each question across various age groups to gauge the complexity and engagement level of the quiz. Lean UX emphasizes data-driven decisions, so this analysis helped identify areas where users struggled, informing adjustments to enhance clarity and ease of use.

IDENTIFYING DROP-OFF POINTS

By tracking where respondents lost interest or dropped off, I pinpointed sections of the quiz that may have been overwhelming or less engaging. Lean UX focuses on iterating based on user behavior, so understanding these drop-off points allowed me to refine the quiz structure, ensuring a smoother and more engaging user experience.

CLARITY AND WORDING ISSUES

The interviews revealed unclear question wording that hindered user understanding. Lean UX promotes iterative testing and refinement, so this feedback was used to immediately adjust question phrasing, improving clarity and aligning the quiz with user expectations.

HYPOTHESIS TESTING AND FEATURE PRIORITIZATION

The insights from user interviews provided a real-time test of our hypotheses about quiz functionality and design. I used this feedback to validate or refute assumptions and identify unnecessary features, allowing for a streamlined MVP that focuses on delivering core value while expediting the development process.

NEXT BOUNDS

POST-TESTING IMPROVEMENTS AND IMPLEMENTATION



SPLIT QUESTIONNAIRE

The questionnaire was divided into two parts: one to introduce the app's value and scientific approach before registration, and a second, more detailed personalization section completed within the app after registration.

ADDRESSING GROCERY LIST BOTTLENECKS

The grocery list duration were addressed to better match user needs and shopping habits.

MEAL PLAN SCREEN

The meal plan screen underwent multiple redesigns. This included refining the way dishes are shown and the placement of quick action buttons to make meal planning more intuitive and efficient.

FEATURE SCOPE ADJUSTMENT

Features such as micronutrient measurement based on dishes, tracking water intake, and calculating water absorbed from fruits and vegetables were excluded from the MVP.

BUTTON PLACEMENT ENHANCEMENT

The location of the buttons on the dish pages was revised, and new buttons for adjusting portion sizes and switching to cooking mode were added.

INTRODUCTION OF COOKING MODE

A convenient cooking mode was added, styled similarly to Instagram Stories. This feature provides an interactive and engaging way to view cooking instructions, enhancing the user experience during meal preparation.

USER INTERFACE

Before recruiting people for interviews, I form a sample of respondents - what characteristics describe the user, and whose experience will be relevant to the project. Because not every user suits us. To do this, I form a general profile of the respondent and prescribe the criteria by which I will select respondents.

QUESTIONNAIRE BEFORE PAYMENT

PROBLEM

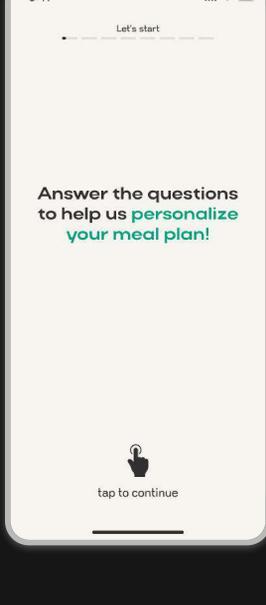
It feels overwhelming to answer all the questions at once, and I'm not sure how this information will help me.

SOLUTION

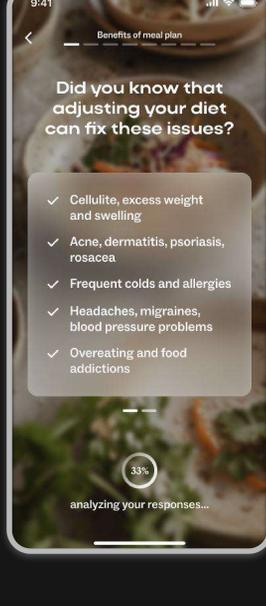
Divide the questionnaire into two stages: one before registration to introduce the app's value and scientific approach, and the second, more detailed part after registration.

Simplify the initial questions and gradually lead users into the more personalized section after they understand the app's benefits.

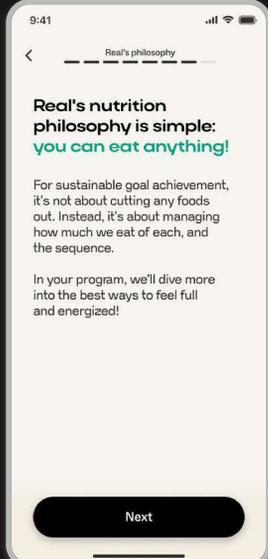
FIRST SCREEN



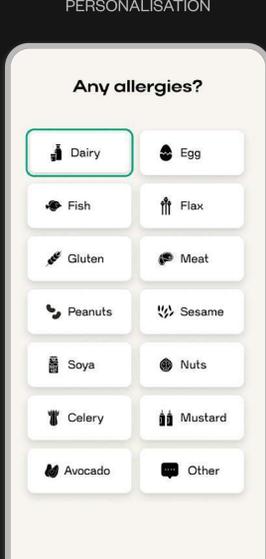
BENEFITS FOR USER



REAL'S APPROACH



PERSONALISATION



REVIEWS



QUESTIONNAIRE AFTER PAYMENT

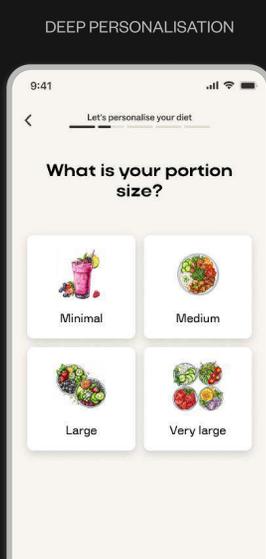
The questions are designed to fine-tune meal plans based on the biochemical compatibility of ingredients and specific body needs.

By completing this quiz, users receive a scientifically backed, personalized nutrition plan that aligns with their circadian rhythms, digestion patterns, and overall health objectives.

MEAL PLAN'S BENEFITS

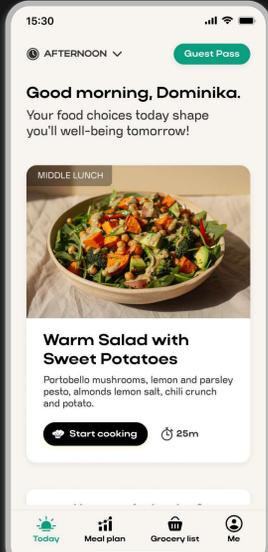


DEEP PERSONALISATION



TODAY & NOTIFICATION

TODAY



OPPORTUNITY

The Today page provides users with all the essential information at a glance, including a dish recommendation for the current time of day, timely ingredient prep notifications, and personalized program tips.

PROBLEM

Users may miss important steps or struggle with meal prep due to lack of timely notifications and unclear guidance on what to cook next.

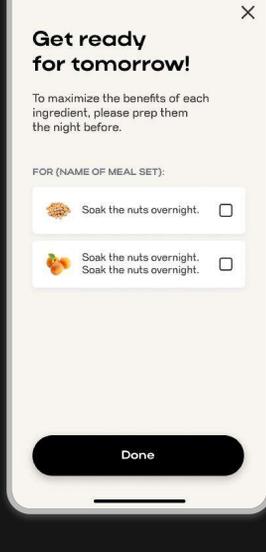
SOLUTION

Display the current meal automatically based on time of day.

Send timely notifications for ingredient preparation.

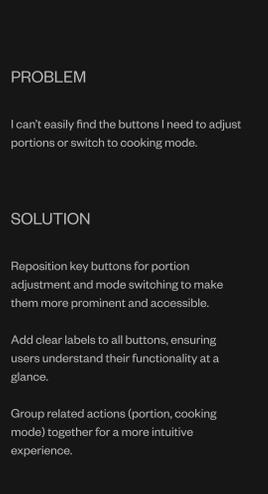
Provide clear, actionable tips and guidance throughout the program.

NOTIFICATION



MEAL PLAN & DETAILS COOKING MODE

MEAL PLAN



PROBLEM

I can't easily find the buttons I need to adjust portions or switch to cooking mode.

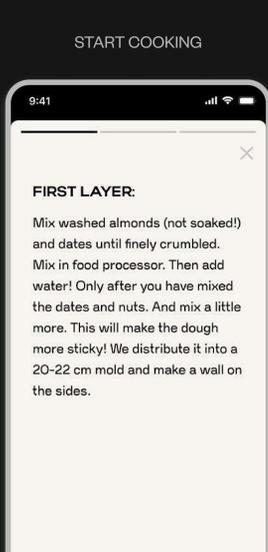
SOLUTION

Reposition key buttons for portion adjustment and mode switching to make them more prominent and accessible.

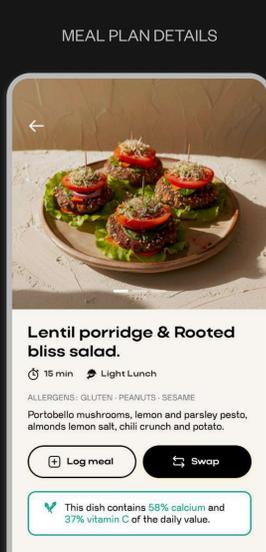
Add clear labels to all buttons, ensuring users understand their functionality at a glance.

Group related actions (portion, cooking mode) together for a more intuitive experience.

START COOKING



MEAL PLAN DETAILS



PROBLEM

I wish there was a simple, interactive guide to help me follow the cooking instructions.

SOLUTION

Implement a cooking mode styled like Instagram Stories for a more engaging and step-by-step experience.

Display one instruction per screen to guide users through the cooking process.

Allow users to swipe through steps easily.

PROBLEM

Users struggled to track remaining items and create grocery lists for varying date ranges.

SOLUTION

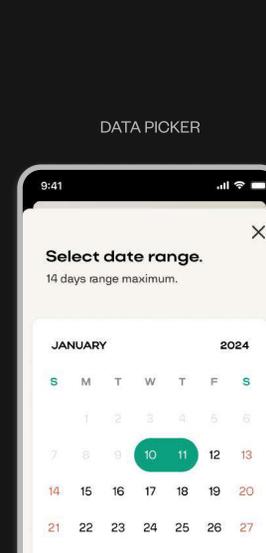
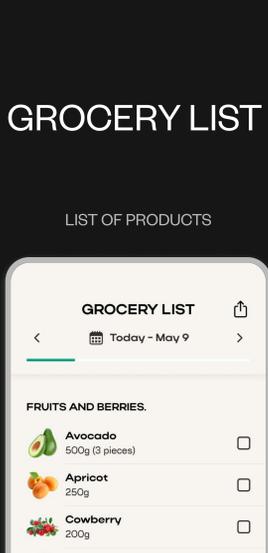
Add checkboxes to mark purchased items, which will move to the bottom of the list.

Include a progress indicator to show the number of remaining items, improving visibility and tracking during shopping.

Implement a flexible grocery list that updates automatically based on user-selected date ranges and planned meals.

GROCERY LIST

DATA PICKER



PROBLEM

Users struggled to track remaining items and create grocery lists for varying date ranges.

SOLUTION

Add checkboxes to mark purchased items, which will move to the bottom of the list.

Include a progress indicator to show the number of remaining items, improving visibility and tracking during shopping.

Implement a flexible grocery list that updates automatically based on user-selected date ranges and planned meals.

THANK YOU