

VH

Vita ex Horto

By Tyrone Cheung

1

INTRODUCTION

Problem Statement

There are various challenges or obstacles people face when tackling their nutritional intake.

Below are some potential questions people usually ask themselves:

- What is the nutritional value for this food item?
 - I don't know if I'm meeting or go over my required nutritional/caloric intakes.
- What is their purpose to track their nutritional intake?
 - To lose weight?
 - To make healthy decisions?
- Do they have a medical condition that requires documenting certain vitamin or sugar level intakes? (For example, do they have diabetes, are they iron deficient? etc.)
- How will users input their food intake?
 - Will there be a barcode scanner, food database, or manual entry options?
- How will the app calculate daily nutritional goals for the users?
 - Will it be based on weight, height, activity level, or other factors?

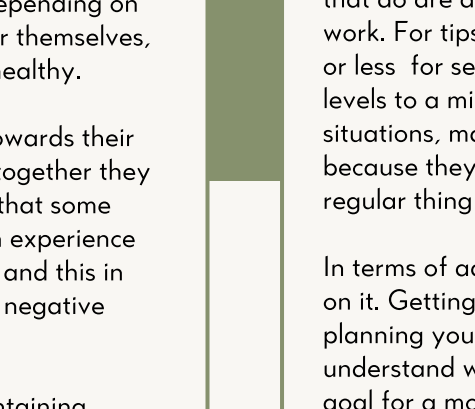
VALUE PROPOSITION

- There are various challenges or obstacles people face when tackling their nutritional intake.
- Below are some potential questions people usually ask themselves:
 - How is your solution to the problem unique?
 - How might we develop a tool that provides accurate, detailed, and personalized information on the nutritional content of food items.
 - How can you bridge the gap between diets?
 - So people can still enjoy what they eat without feeling guilty.
- The app could include recipes and meal plans with different financial budget. Could try and categorize and personalize it to the user's needs and preferences.

INTRODUCING

VITA ex HORTO

Step into the world of Vita ex Horto, an app purposefully created to help you navigate the landscape of nutrition. Whether you're deciphering the nuances of a meal or aligning your intake with your objectives, Vita ex Horto is here to support you. Unveil the motivations behind your dietary choices, whether it's managing weight, making health-conscious decisions, or tending to medical needs. Seamlessly track your intake through convenient features like barcode scanning and an extensive food database, all designed to cater to your unique journey towards well-being.



2

USER DISCOVERY

How many user interviews have you completed?

7

Interview Key Points:

Nutrition is very important to everyone, they all believe it to be an important aspect of their life. However about half actually use apps to monitor their intake. They believe a good balance of food is beneficial for themselves. They wouldn't mind a cheat day here and there, depending on occasions and usually just a treat for themselves, if they had a good streak of being healthy.

Majority has an outside influence towards their diet, many do feel like if they work together they can achieve it better. In addition to that some look after themselves more, through experience of observing other people's lifestyle and this in turn makes them want to avoid any negative approaches to their diet.

A lot of them have problems in maintaining consistency towards their nutritional intake, like sticking towards their diet plan, some days the motivation isn't there and can easily get distracted with guilty pleasures.

Also financially it can disrupt their rhythms. For most having a variety of food is better, because it can satisfy most emotions, it gives balance, it doesn't get boring, and too much of one thing is not good for you.

Most don't plan their meals, however the ones that do are due to financial reasons and for work. For tips, the ones that did offer are more or less for self-happiness and maintaining stress levels to a minimum. When it comes to social situations, majority say they will follow the crowd because they are not fussy eaters, and it is not a regular thing to eat out with friends.

In terms of advice, everyone has their own take on it. Getting a partner to do it with you, planning your meals ahead, try everything to understand what works for you, sticking to a goal for a month to see the results, knowing your consumption limits for food and drinks so you do not feel uncomfortable afterwards. This all stems from feedback they received from friends, the positive reception that compliments their physical appearance. Also they personally feel more happier and confident afterwards.

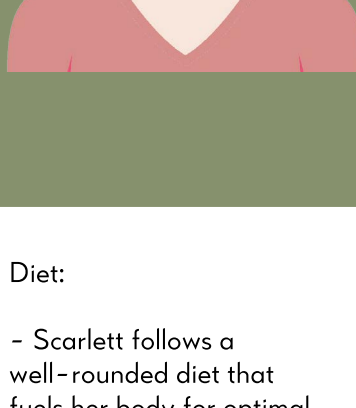
PERSONA 1

ANIMATED AURORA

FEMALE

28

ANIMATOR



Aurora is a busy professional who spends long hours sitting in a design studio and so she enjoys staying active in her free time.

She enjoys trying out new activities like hiking and camping, and she also loves to cook by experimenting with new recipes.

Diet:

- A random diet with a variety of foods, such as meats, seafood and sweets.

- Diet based on both personal preference and for mental reasons, as she finds that it makes her feel more balanced and most importantly happy.

Views on nutrition:

- Believes that nutrition is a key component of overall balance of health and wellness.

- She sees food as both fuel and pleasure.

- Enjoys new ways to incorporate a variety of healthy and delicious foods into her diet.

Nutrition apps:

- Aurora has played with a couple nutrition apps to help her track her food intake so she doesn't go overboard.

- She has found that they can be difficult to stick to long-term.

- She prefers to listen to her body and make choices based on her own needs and preferences.

Influences towards her nutritional intake:

- Some of Aurora's circle of friends and family has a history of medical problems.

- This has triggered her motivation to prioritize her own health.

- She also has a partner to help her stay motivated.

Her tips on nutrition:

Aurora sees nutrition as a crucial aspect of her overall wellbeing, and prioritizes it alongside exercise and other self-care practices.

- She believes in taking care of herself with healthy foods, as she believe is key to feeling her best and living a fulfilling life. In addition to this she hopes she can inspire others to do the same.

Nutrition apps:

- She uses nutrition apps to monitor her daily intake, tracking her macronutrients and ensuring she maintains a well-balanced diet.

- Due to her nut allergy she needs to be more specific when eating.

- These apps do assist her in staying safe from what she eats.

Influences towards her nutritional intake:

- Her commitment to her own well-being, influences her peers to adopt healthier dietary practices.

- She believes that observing the lifestyles of the people around her and seeing the impact of healthy choices on their well-being inspires her to avoid negative approaches to her own diet.

Views on nutrition:

- She understands that nourishing her body with the right balance of nutrients that can help fuel her mental clarity and emotional balance.

- She actively avoids negative approaches to her diet and seeks to inspire others through her own healthy choices.

Nutrition apps:

- She uses nutrition apps to monitor her daily intake, tracking her macronutrients and ensuring she maintains a well-balanced diet.

- Due to her nut allergy she needs to be more specific when eating.

- These apps do assist her in staying safe from what she eats.

Influences towards her nutritional intake:

- Her commitment to her own well-being, influences her peers to adopt healthier dietary practices.

- She believes that observing the lifestyles of the people around her and seeing the impact of healthy choices on their well-being inspires her to avoid negative approaches to her own diet.

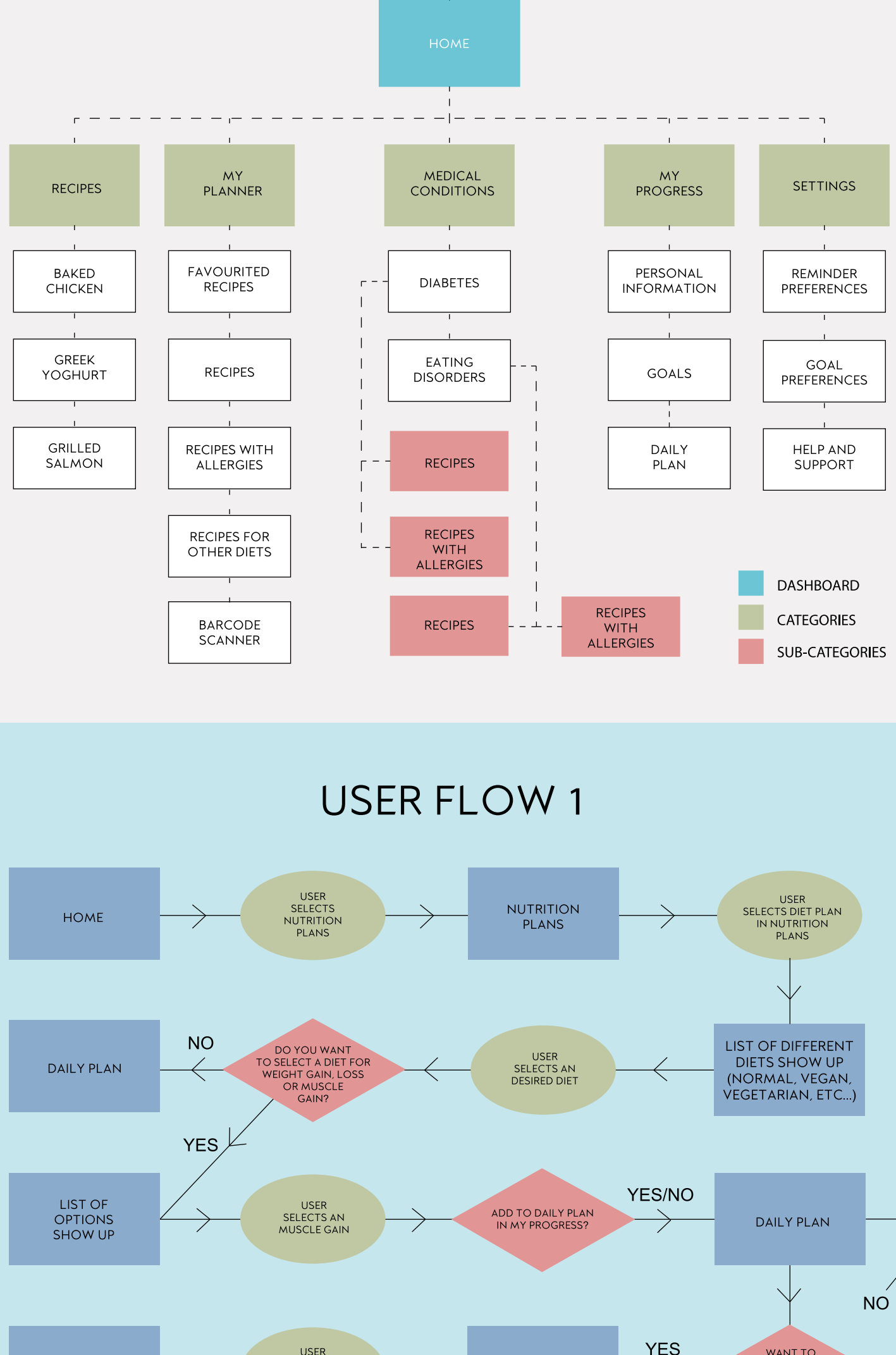
Her tips on nutrition:

Scarlett says listening to your body can help understand what works best for you.

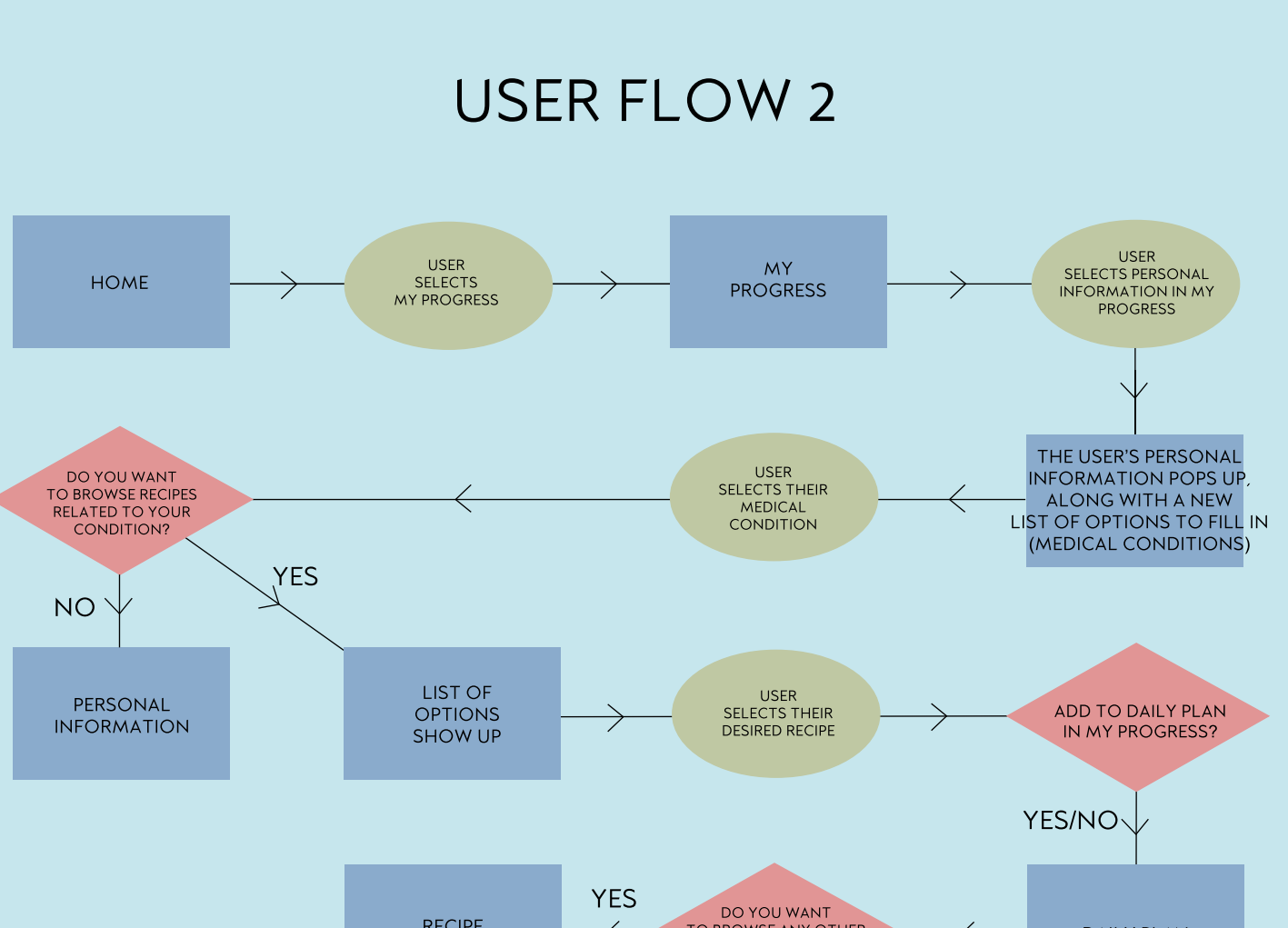
- Experiment with different foods and eating patterns to find the optimal balance that supports your physical and mental well-being.

3

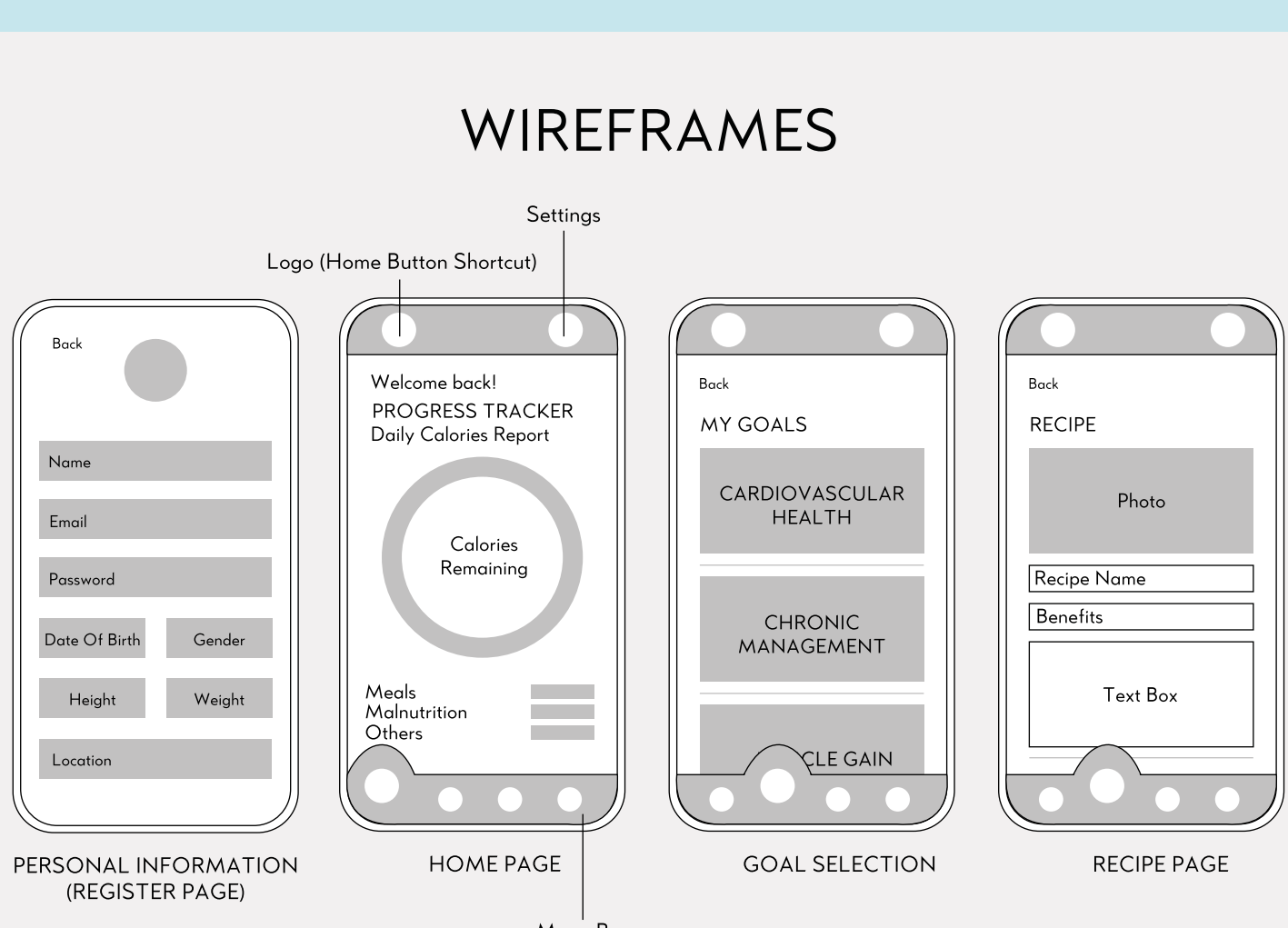
INFORMATION ARCHITECTURE



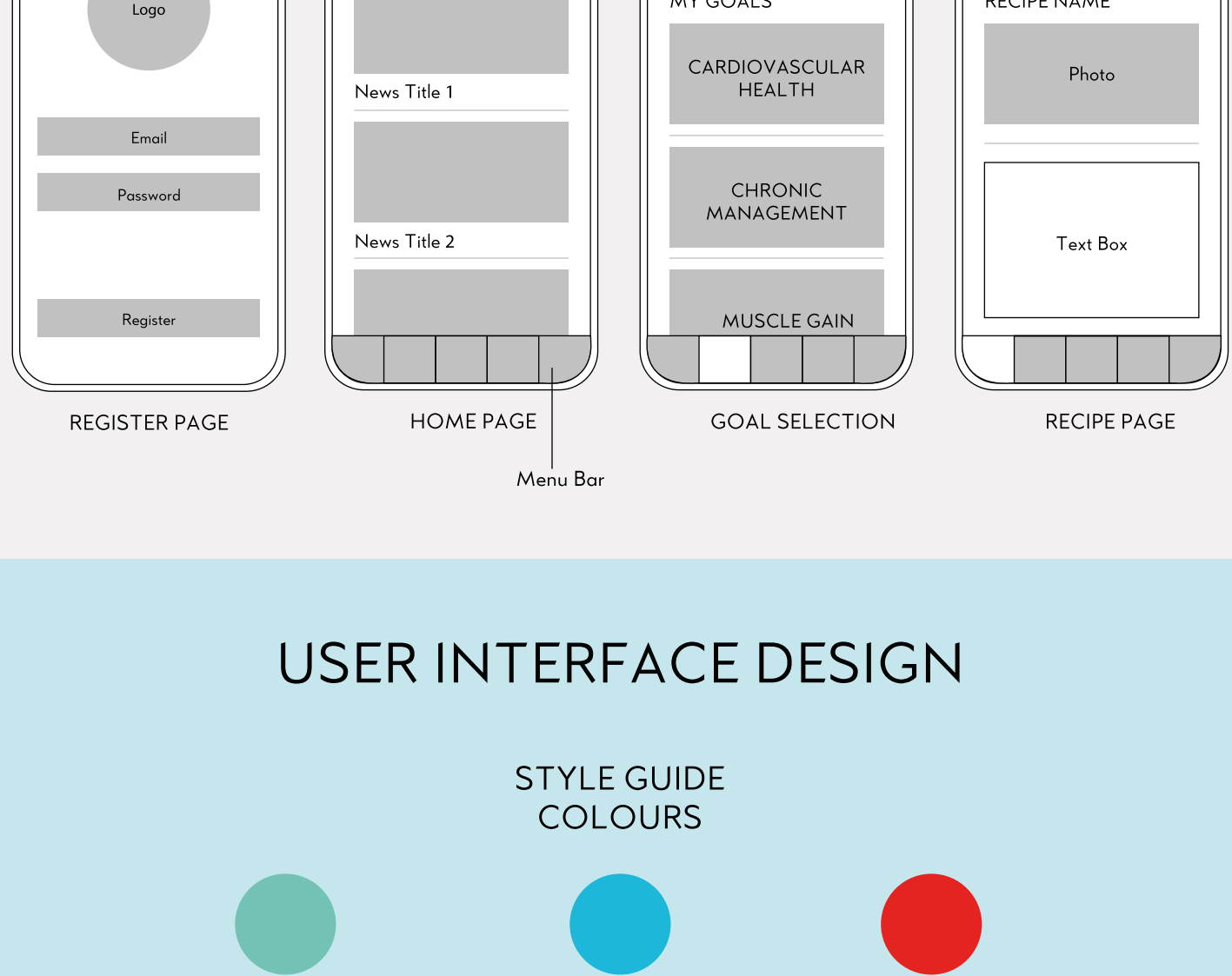
USER FLOW 1



USER FLOW 2



WIREFRAMES



USER INTERFACE DESIGN

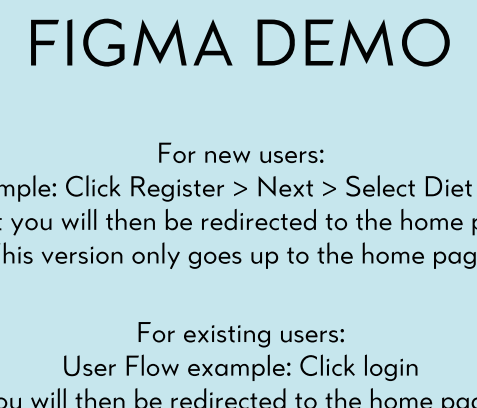
STYLE GUIDE COLOURS

- Primary Colour 1: 6FC9B9
- Primary Colour 2: 1DB7D9
- Secondary Colour 1: FF0000
- UI Colour 1: 000000
- UI Colour 2: D2D2D2
- UI Colour 3: FFFFFFFF

TYPOGRAPHY

- | Title | Imprima | 32 |
|-----------------|-----------------|----|
| Subtitle | Inter (Thin) | 28 |
| Button Names | Inter (Regular) | 28 |
| Captions | Inter (Thin) | 24 |
| Welcome Text | Inter (Thin) | 20 |
| Category Titles | Inter (Regular) | 20 |
| Body | Inter (Light) | 16 |

BUTTONS



LEARNING OUTCOMES

- A lot of things to consider when it comes to nutrition and people can be fussy eaters.
- So many things can affect a person's diet, career, financial, religious, emotions and the people around them.
- Everything is about finding the right balance.
- Getting more information from people with serious medical conditions and understanding how they tackle their nutritional intake.
- How much easier it is to implement the data into the design.

FIGMA DEMO

For new users:
User Flow example: Click Register > Next > Select Diet Modification > Next you will then be redirected to the home page.
(This version only goes up to the home page).

For existing users:
User Flow example: Click login
You will then be redirected to the home page.
From there you can access all the features currently on the app.

[Click Here](#)