

# “It’s Taken Care of”

Yujia Zhao

Casey Addy

Cheng Fan

Moe Rafiuddin

We Believe

Research

Insights

Our Design

Strategy

People want to complete a task  
with least amount of effort

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People want to complete a task  
with least amount of effort

People need information to chose  
healthy food in order to lose  
weight

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People want to complete a task  
with least amount of effort

People need information to chose  
healthy food in order to lose  
weight

Food and exercise play a role in losing  
weight

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Points are a numerical  
representation of what amount  
you should be eating for the day.

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Points are a numerical  
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you should be eating for the day.

It takes effort and care to input  
points and exercise correctly.

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Points are a numerical representation of what amount you should be eating for the day.

It takes effort and care to input points and exercise correctly.

People rarely have enough handy info while making food choices

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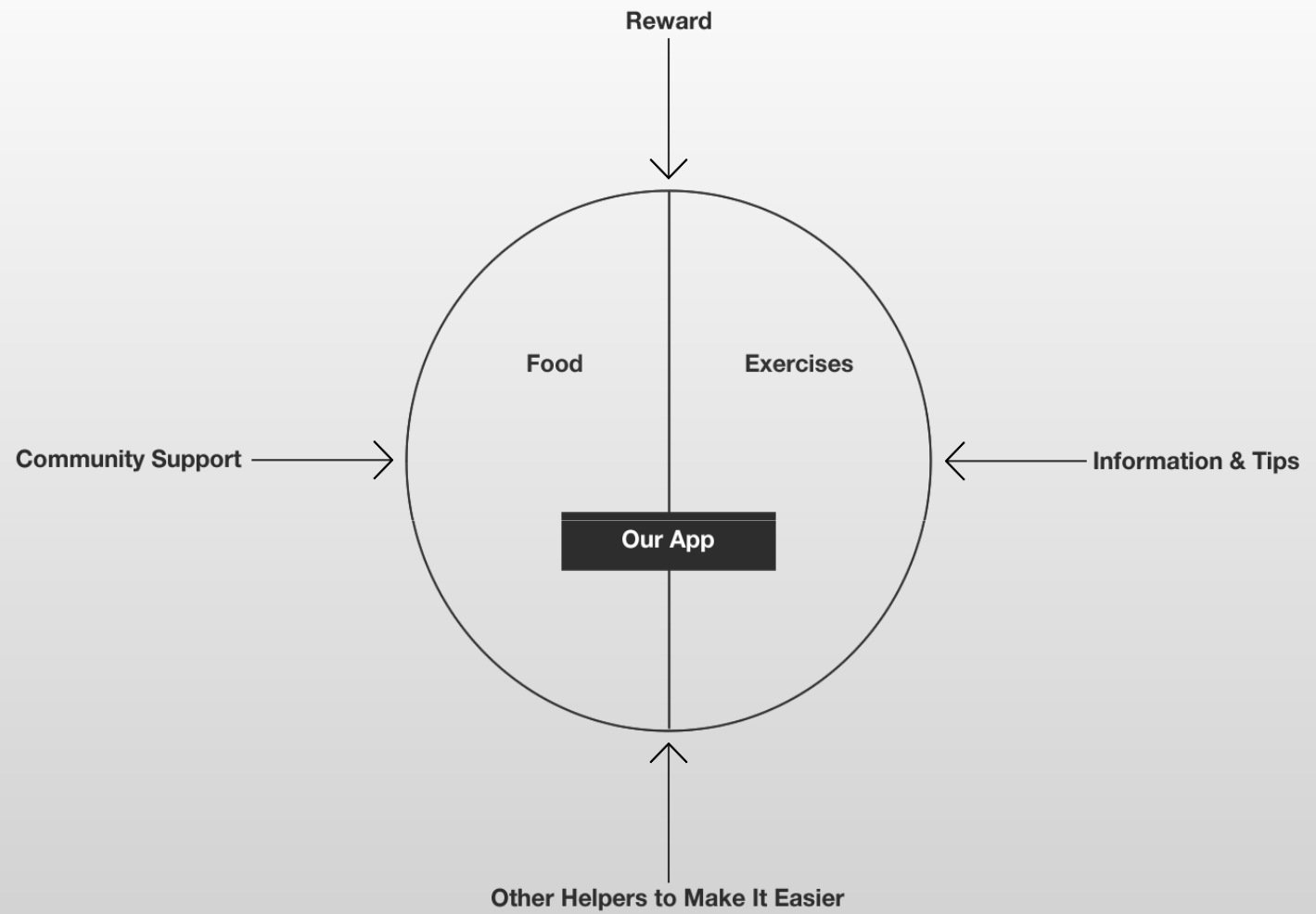
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Reducing the effort required to  
track points helps make users stay  
on the program easier

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Reducing the effort required to  
track points helps make users stay  
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“Just in time” information can help  
people make more healthier  
choices.

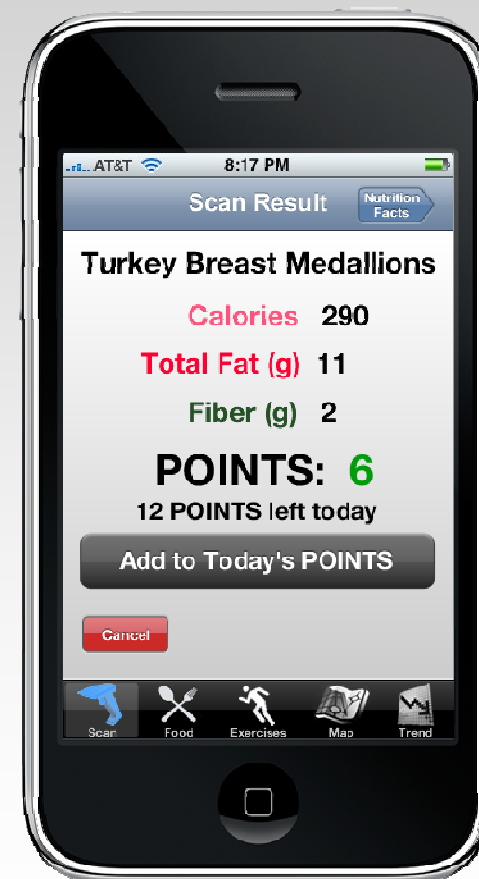
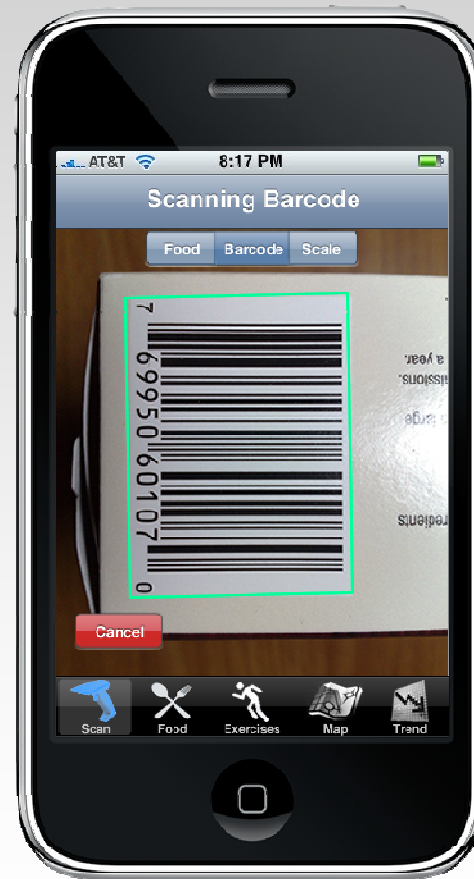
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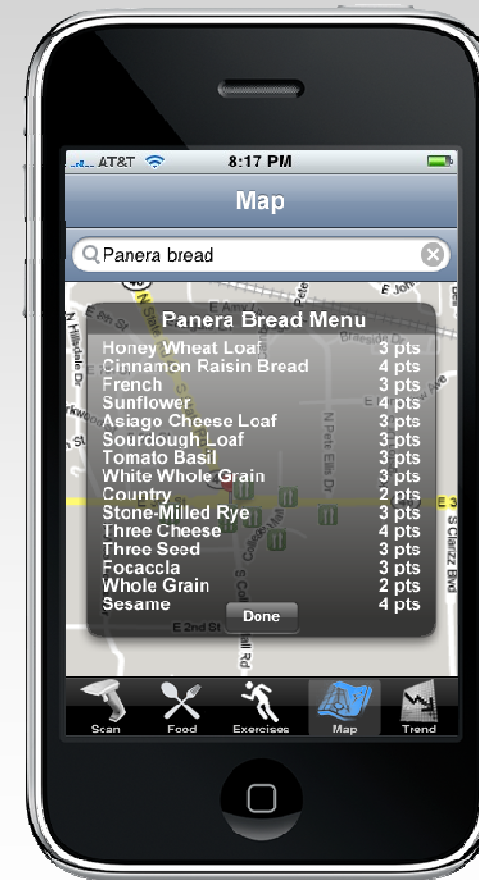
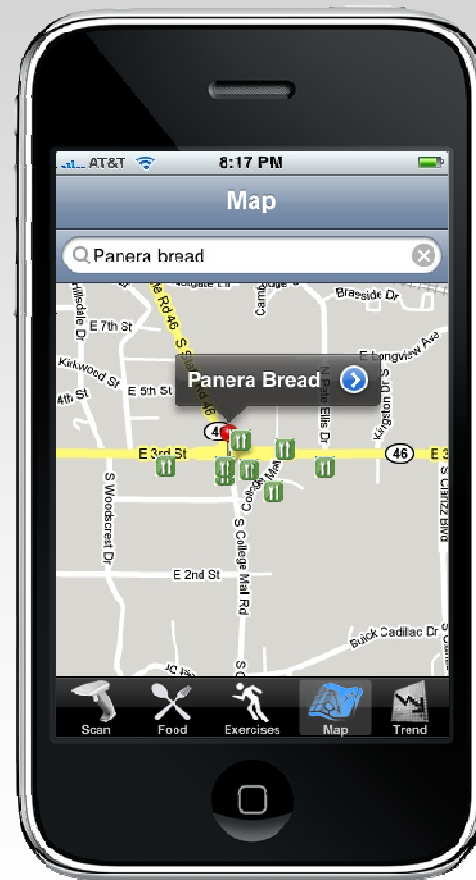
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Panera Bread Menu	
Honey Wheat Loaf	3 pts
Cinnamon Raisin Bread	4 pts
French	3 pts
Sunflower	4 pts
Asiago Cheese Loaf	3 pts
Sourdough Loaf	3 pts
Tomato Basil	3 pts
White Whole Grain	3 pts
Country	2 pts
Stone-Milled Rye	3 pts
Three Cheese	4 pts
Three Seed	3 pts
Focaccia	3 pts
Whole Grain	2 pts
Sesame	4 pts
Done	

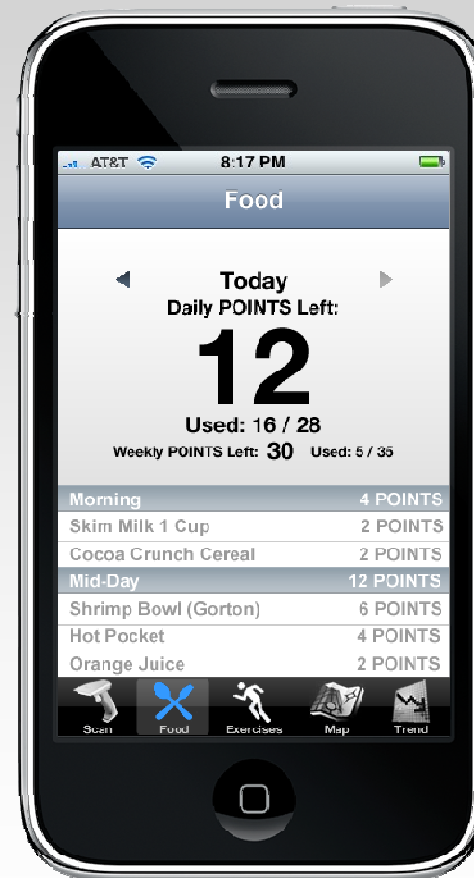
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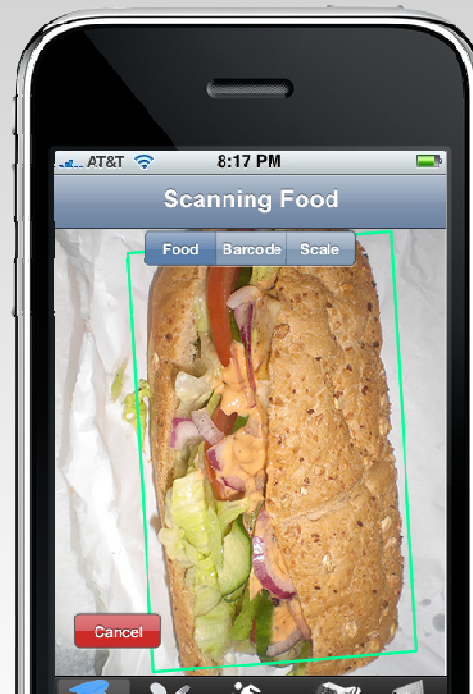
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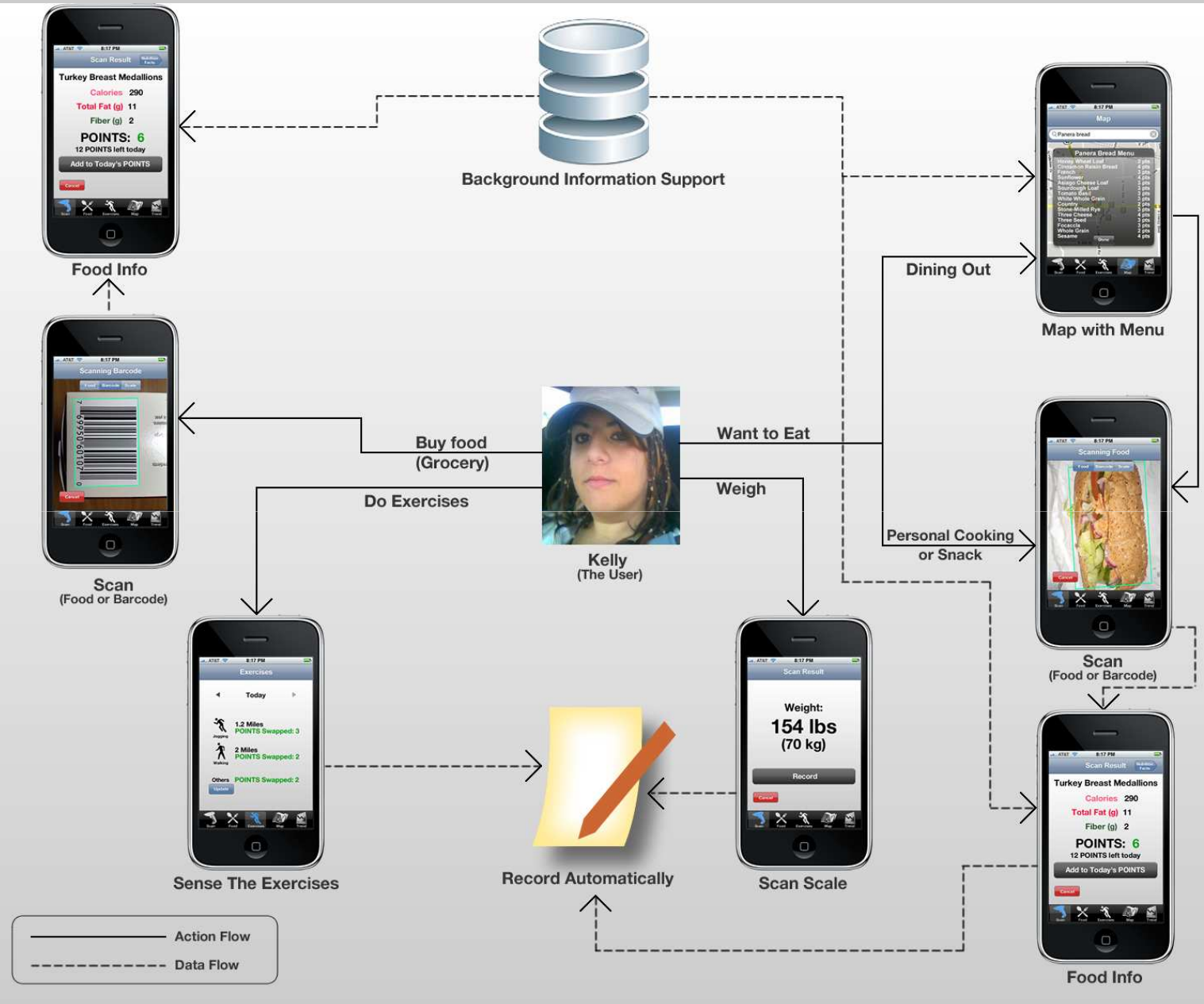
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# Animated/Video Demos



We Believe

Research

Insights

Our Design

Strategy

# Animated/Video Demos

Synchronize data with online service



We Believe

Research

Insights

Our Design

Strategy

# Animated/Video Demos

## Synchronize data with online service

## Opportunity for partnerships



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Insights

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Strategy

Animated/Video Demos

Synchronize data with online service

Opportunity for partnerships

Free to try

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Emphasizing users are taken care of

Thank You!

# Emergent Concepts

Collage - An opportunity bring the community aspect to gain support or give support. May be even motivate and share stories.

Puzzle - Gaming to bring in fun. Including intermittent rewarding systems.