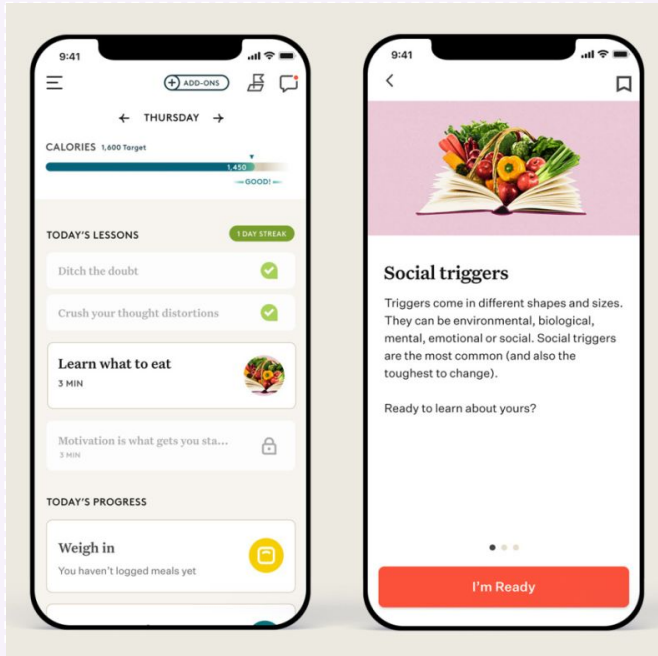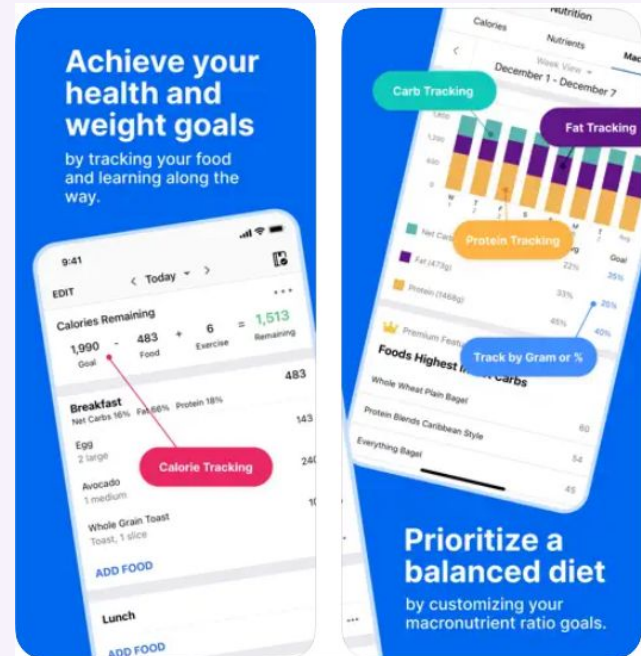# Nutrition

Competitive Analysis

Primary Competitors

These competitors are similar because they are trying to help the user achieve a way to track what foods they are eating for a healthier lifestyle.
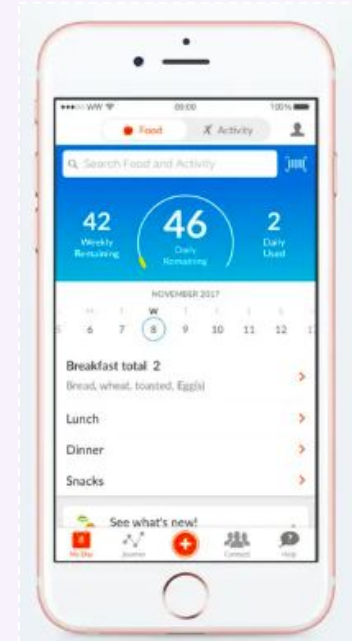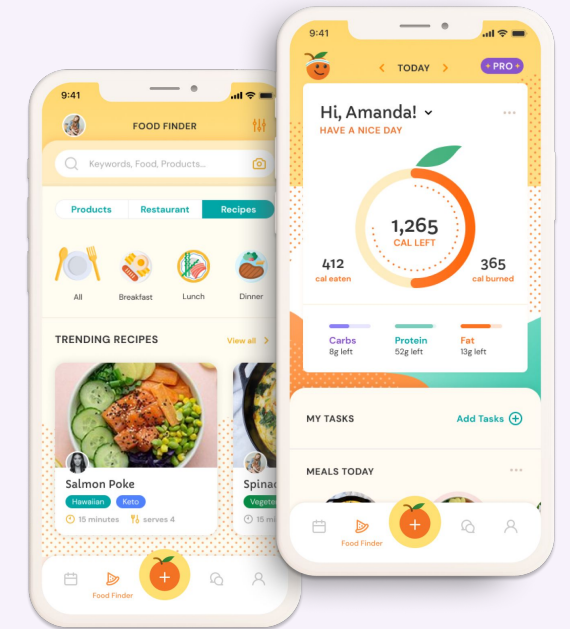
Noom
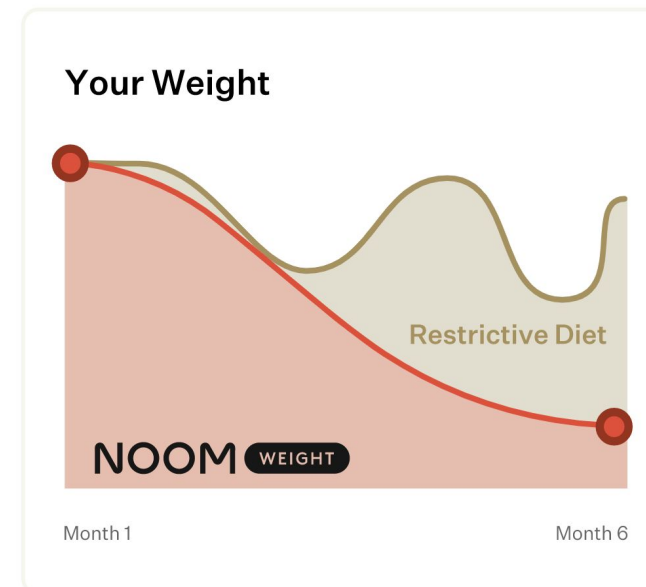
MyFitnessPal

Weight Watchers

Fooducate

Noom - Education & Habit Forming

This app teaches people to shift their mindset and approach on weight loss by focusing on long-term health, physical activity and good nutrition. This app provides helpful resource, track progress, and give ongoing support from professionals.

Key features

- Initial assessment test and goal planning

- Color-coded nutrition breakdown

- All-in-one support with personalized professional coaches (extra cost and commitment)

- Psychological approach encourages habit change.

Noom creates long-term results through habit and behavior change, not restrictive dieting

Scientific Reports - 78% of participants using Noom lost weight over a 6 month study

*Chart showing participants weight loss progress.
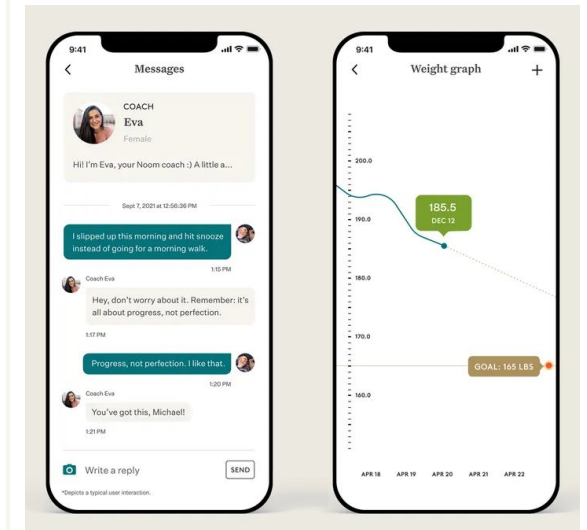
*Mobile app features access to a health coach and weight graph.

My FitnessPal - Diet and Exercise Tracker

MyFitnessPal is a smartphone app and website that tracks diet and exercise using gamification elements to encourage adherence to exercise and diet goals. To track nutrients, users can either scan the barcodes of various food items or manually find them in the app's large pre-existing database.

Key features

- Nutritionist-approved recipes

- Food Diary

- Motivational workout tips

- Link your MyFitnessPal account with 50 compatible apps

*Home screen on website. It shows your daily calorie goal and your remaining calories, derived by adjusting your goal based on food you've eaten and exercise you've performed.

WW(Weight Watchers) - Encouragement

WW is a points system weight loss program that provide Individualized plans based on lifestyle and food preferences, food tracking and community support.

Key features

- Food points system that replaces conventional calorie and nutrient tracking. No off-limit foods.

- Good community support (meeting and workshops for users to discuss, share, and celebrate. Face-to-face.)

- Weekly check-in and review process

- Include healthy recipes and workout videos
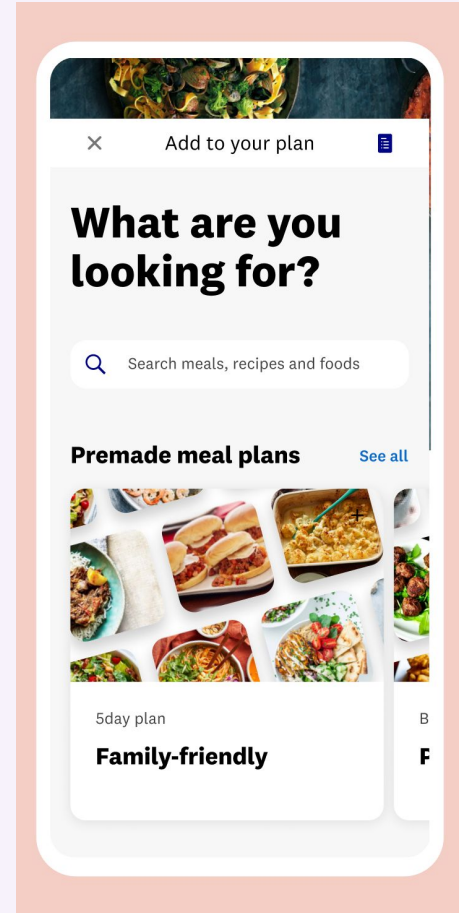
*Meal options on the weight watchers app.
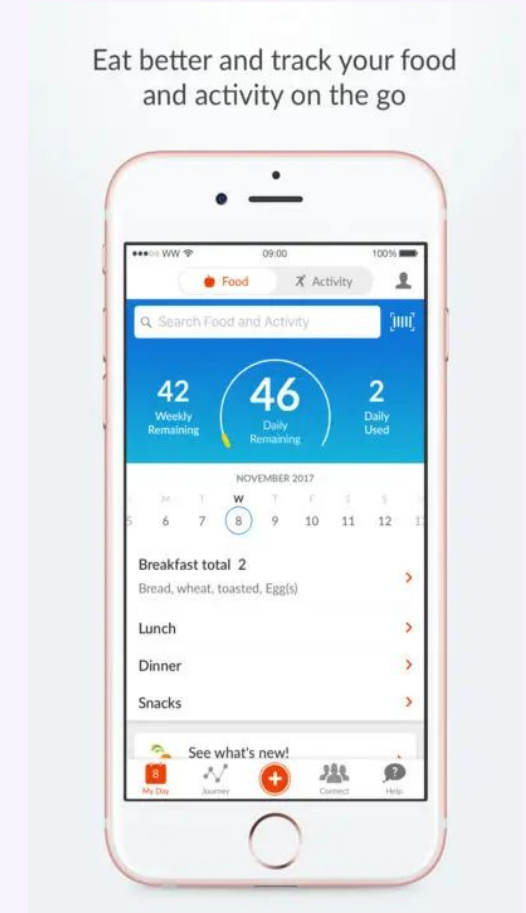
*Showing the number of points still available. The points system assigns a number of points to every food and beverage based on the amount of calories.

Fooducate - Daily Life Monitoring

This app is a diet app for individuals or families that tracks the number and quality of calories, encourages healthy eating, and provides tips and information about nutrition.

Key features

- Focus on increasing health awareness

- Active community support.

- Automatic grading system for foods based on their intrinsic nutritional value. Easy to understand.

- Offer a variety podcasts for users.
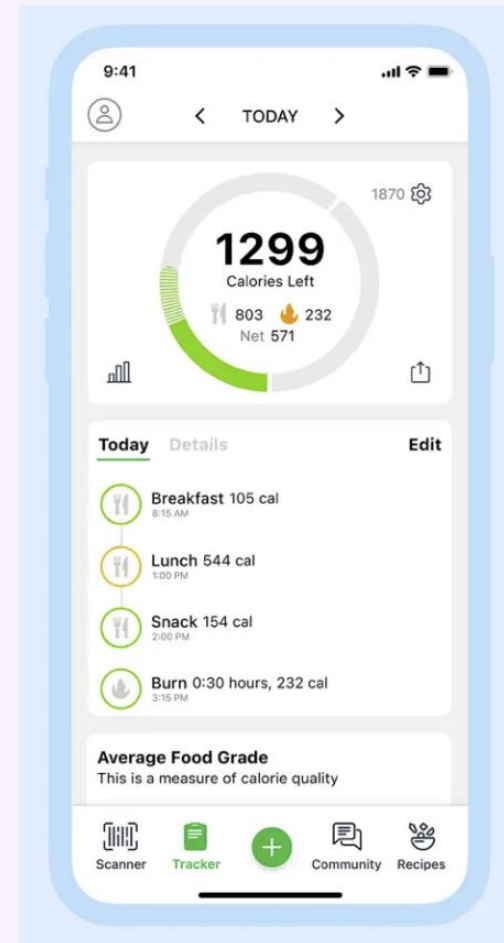
*Calorie tracker on the app
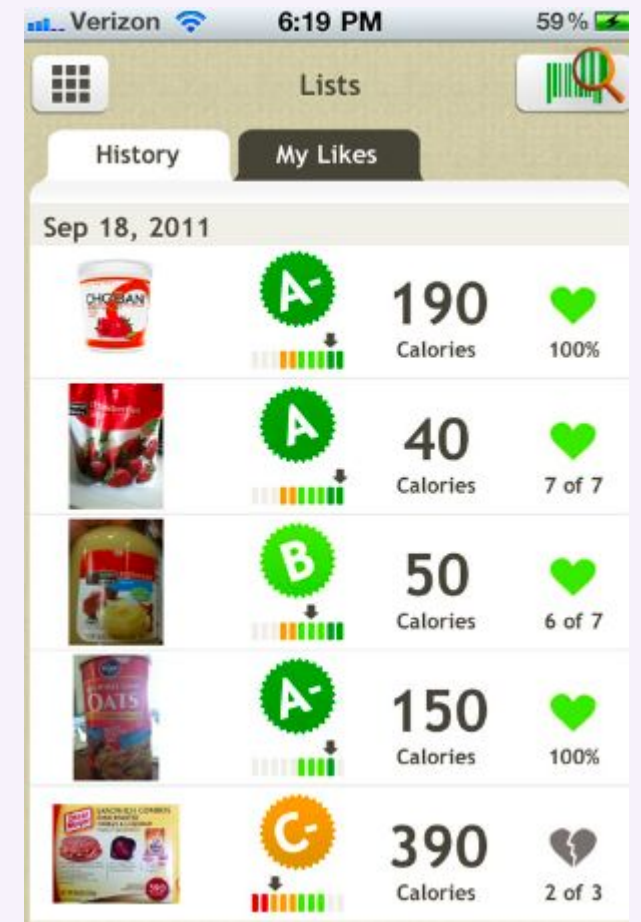
*Scanner to verify calories and corresponding scores

Secondary Competitors

Lesser-known products and services provide us inspiration into unique or novel approaches to delivering the user experience. They offer a unique approach, with features and functionality that are different than the primary competitors.

Instructions:

1. Each team member will look for at 2 secondary competitors.

2. Each team member select a template that fits the product you found. Select from the templates on slides 8 - 9. (Copy and paste a slide.)
   - If the competitor has created something other than a mobile/web application, make a template. (e.g., if the application is a VR game for a Meta headset).

3. Once each team member has put in their findings, <u>complete slide 7</u> (only 1 slide).
   - Work together to write the summary at the top of the slide.
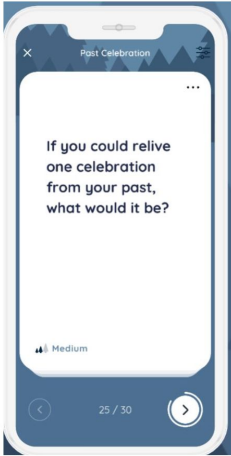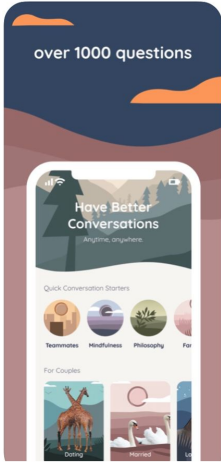
Gather - Conversation Starters

Gather provides conversation starters so users can have better discussions anytime and anywhere, to help skip the small talk and cultivate meaningful relationships.

Key features

- Select an experience - quick conversation starters, meaningful questions, fun games/lightning rounds

- Choose from a range of topics, such as Team Bonding, Gratitude, Mindful Speech

- For deeper sharing, participate in guided conversations, using poetry and quotes as inspiration.

- Special series are focused on classic authors, poets and philosophers

Example of Secondary Competitor slide

Secondary Competitors

These competitors are offering reliable and helpful nutrition information.
They are all aiming to be easy to use and intuitive to navigate.

Fresh N' Lean
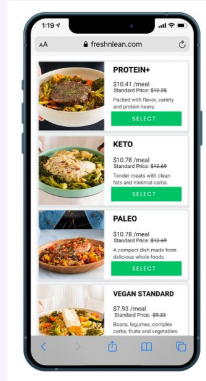
Hello Fresh

Plate Joy
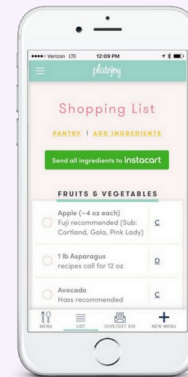
Shop Well
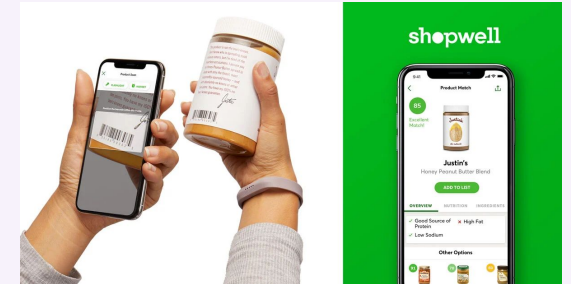
Mealboard
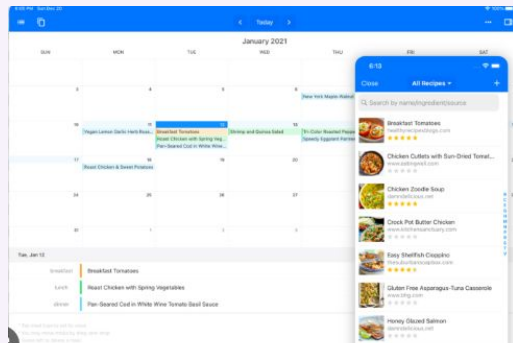
Thrive Market
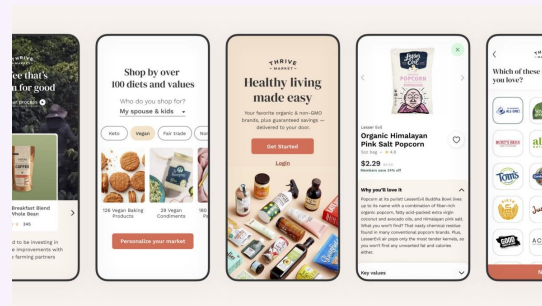
IEatWell
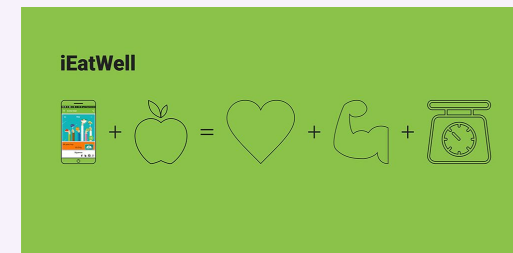
Food Stand
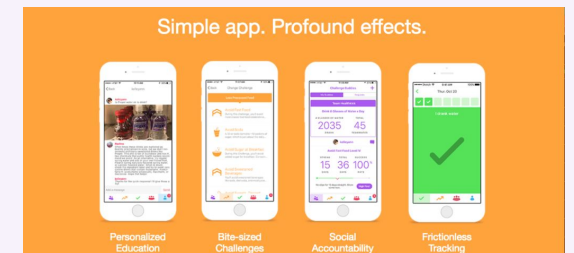
Fresh N Lean – Fast meal kit delivery

This website provide people with busy lifestyle with ready-made organically-sourced meal plans delivery service. The service helps people find a meal plan that meets their daily requirements and build up a healthy eating habit.

Key features

- Food is fast cooking (microwavable), fresh (not frozen), tasty. Price is mid-range (more affordable)

- Generous portions with add-on options (snacks, proteins in bulk, additional meals.)

- Wide variety of meal plan choices (whole30)

- Good customer service (easy to reach a representative)

- Ease to view on phone or on a computer.
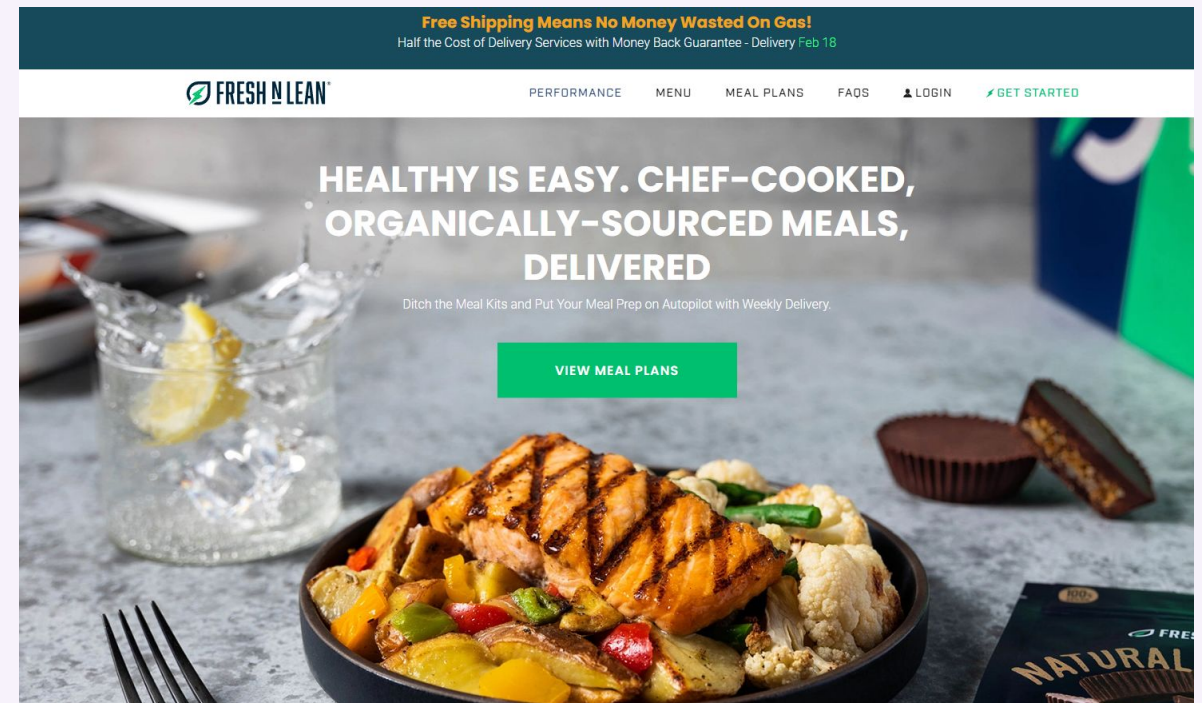
*Website homepage.

Hello Fresh – Healthy food kit

Hello Fresh is an affordable meal delivery kit that offers weekly shipments of recipes and groceries for people and families, allowing people to make easy, healthy, and appealing meals at home.

Key features

- Fit for all kinds of dietary needs.

- Recipes are simple to execute.

- Competitive price and delivery schedule.

- Pre-measured ingredients for every meal, thus creating very minimal waste

*Showing meal order shipments.

An example of what can be found in meal ktis

PlateJoy - Meal planning & easy shopping

Highly customizable meal planning app that promises to help people save money and eat better by providing fresh and healthy meal plans suitable to make at home.

Key features

- Compile grocery lists, integrate with grocery delivery services, and extensive recipe database. (go with recipes)

- Digital pantry helps you save money on groceries by not adding items you already have at home.

- A custom menu curated for you and your household.

- Ask people to pay attention to serving sizes.
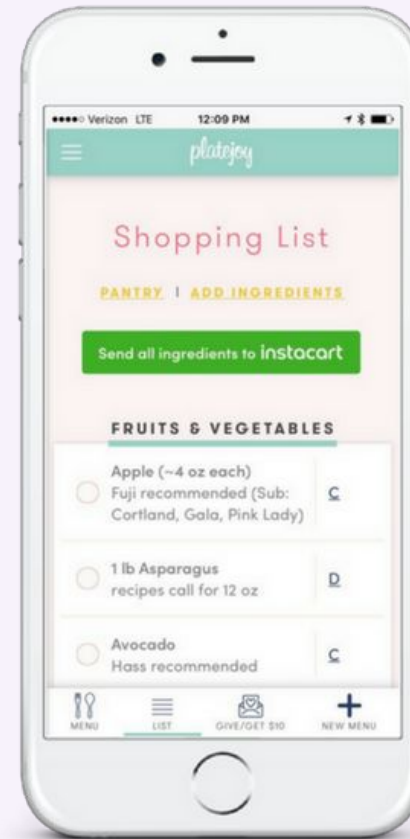
*Displaying shopping list on platejoy app.
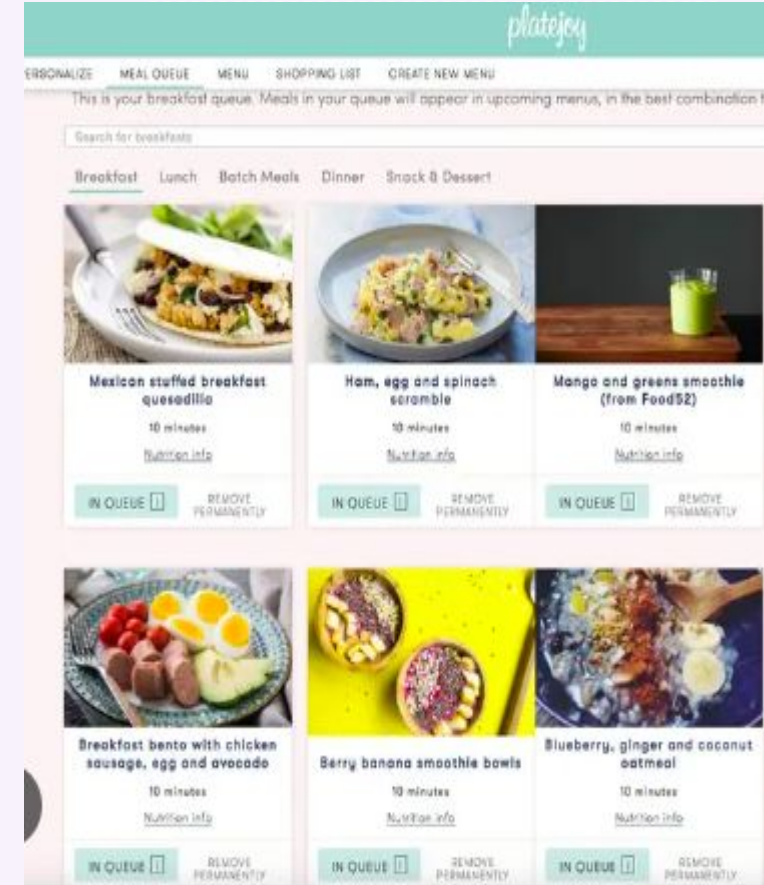
Examples of meals to create a balanced diet

Shop Well

The free Shopwell app simplifies nutrition labels and helps you discover new foods that fit your lifestyle. Shopwell provides personalized nutrition scores when you create a Food Profile with your dietary goals, health concerns, allergies and dislikes.

Key features

- Barcode scanner translates nutritionals into quick, easy-to-digest information on more than 400,000 foods

- Personalized food recommendations.
- Location awareness to find products in your local grocery store.
- Create lists of your favorite foods and share them with your friends and family. Follow lists made by your friends and celebrity influencer.
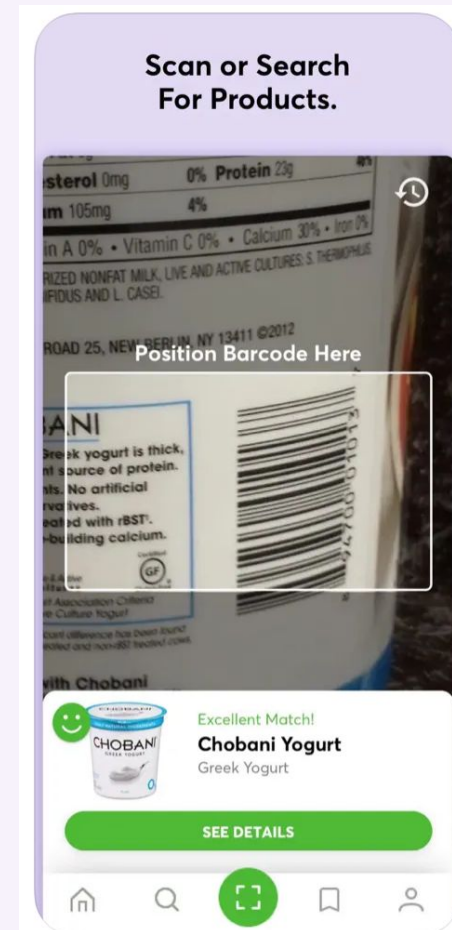
*Displaying how to scan a food item to translate the nutritional information.
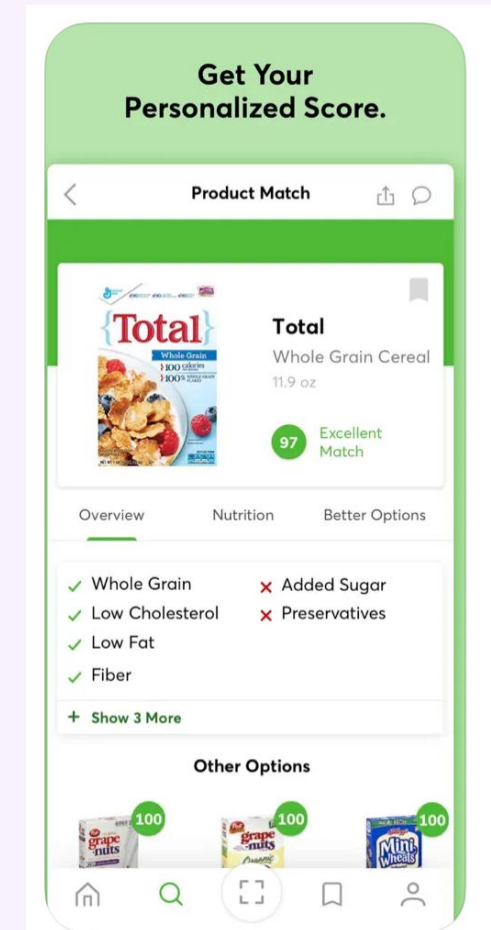
*Showing what the nutrition is in the food that was scanned.

MealBoard

MealBoard combines recipe management, meal planning, groceries and pantry management into a single app. You can manage your recipes, ingredients, food categories, meal types, stores, store aisles, grocery items and many more with its clean, uncluttered interface.

Key features

- Use the Pantry to keep track of what you have in stock at your house

- Create a meal plan and grocery list easily

- Import recipes from the web

- Scan recipes from cookbooks
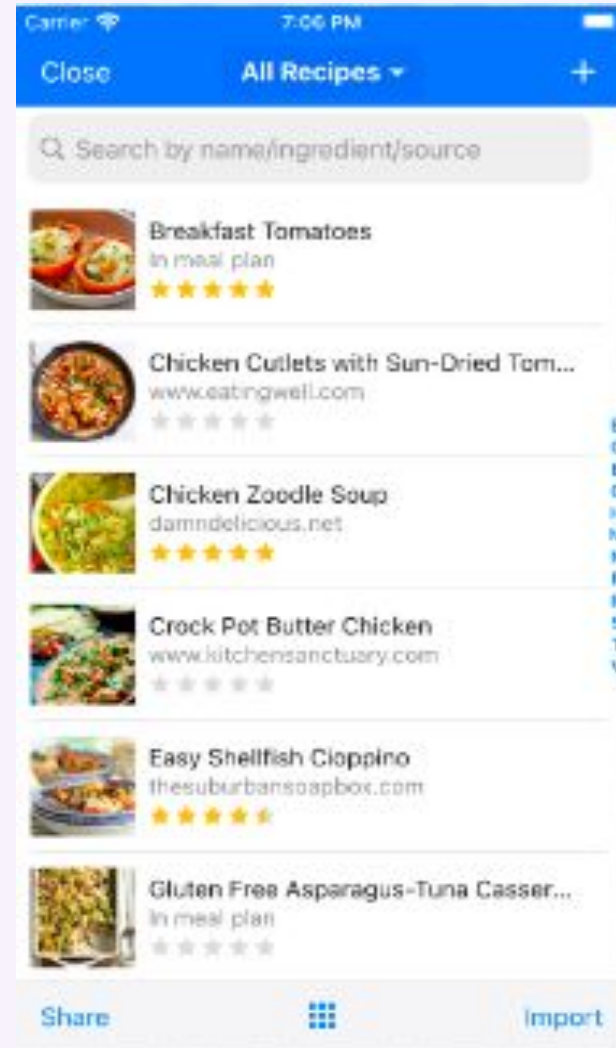
Plan recipes within the app
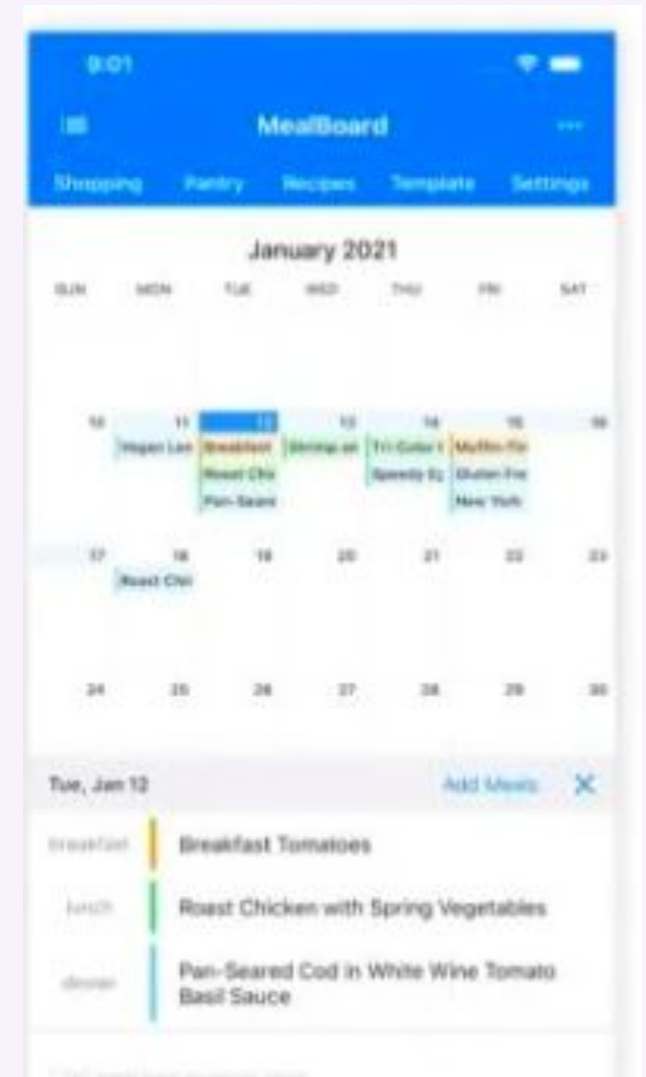
A place to schedule a meal plan

Thrive Market

Thrive Market is an American e-commerce membership-based retailer offering natural and organic food products. Thrive Market curates the best organic, non-GMO groceries, beauty, and cleaning supplies.

Key features

- Buy products you love without retail markups - cheaper versions of favorite products

- Grocery lists in one streamlined place

- Customizable box and setting up recurring deliveries, auto-delivery

Healthy groceries delivered to your door

Use 70+ filters to shop by your diet and values

14

IEatWell

IEatWell Is Your Food Log & Tracker Assistant To Help You Eating Healthy Without Counting Calories. Improving your weight and health is a result of eating healthy foods, keep a food journal or log and use a food tracker not counting calories.

Key features

- Food tracking with daily log entry

- Photo food diary

- Meals notifications

- Weight and score graphics

Record and track what you have eaten

A progress chart to keep the user motivated

Food Stand

Ditch the tedious calorie counting to get (and stay) healthy once and for all. Foodstand is an app that helps you eat healthier through our community-powered Good Eating Challenges. Challenges are based on basic good eating principles that apply to everyone.

Key features

- Uplifting "check-ins" + community support
- A community board where people can ask for advice and help
- Utilizes accountability to keep users on track
- Tips/offers/questions features for information
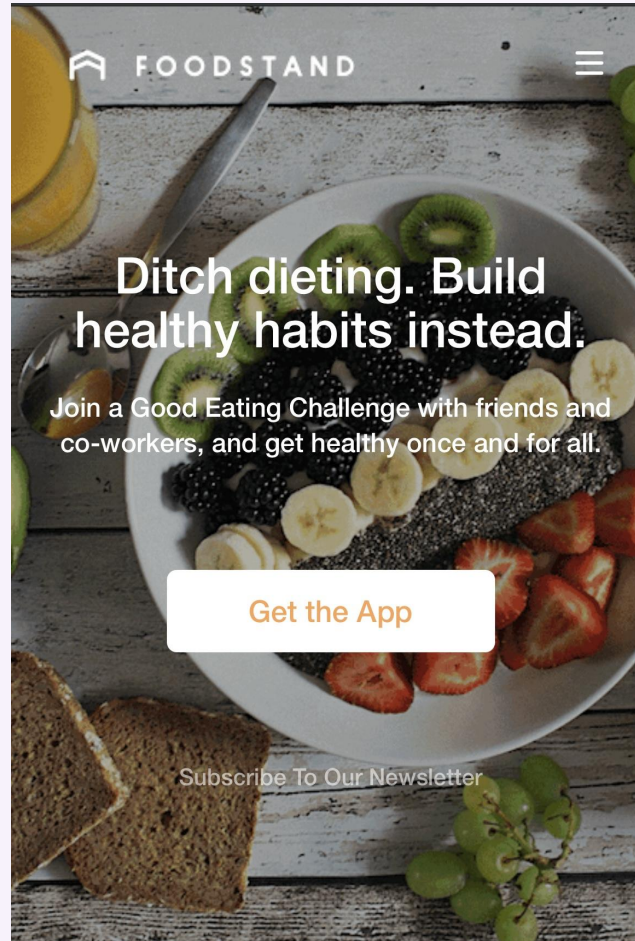
Encourage healthy habit.
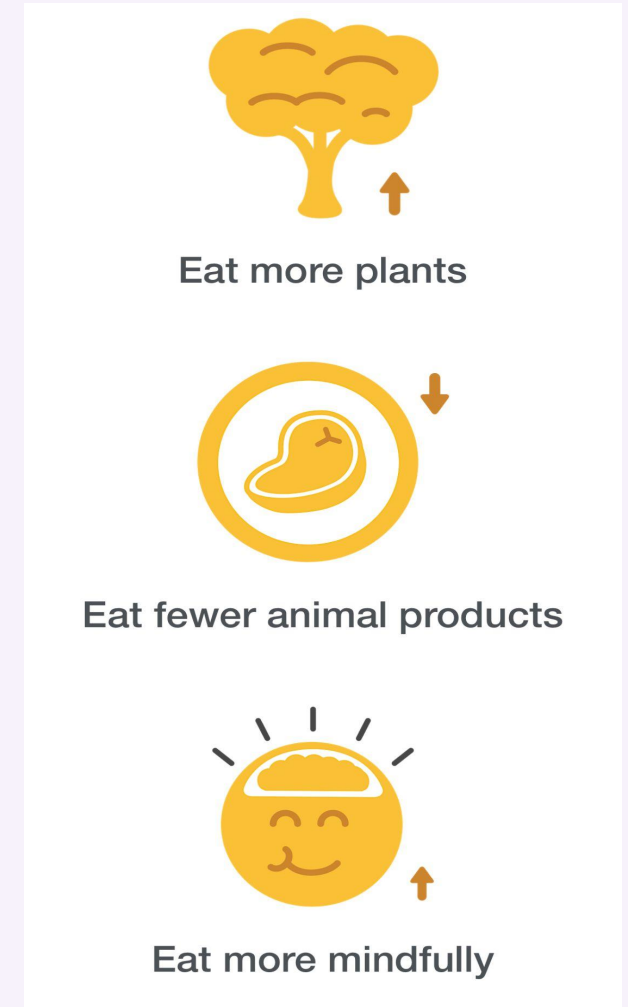
Simple visual diagram to educate people.

Tertiary Experiences

These can include analog and digital products, organizations, meet-ups, interest groups, influencers, features, etc. that have a vested commercial and non-commercial interest in your market.

Instructions:
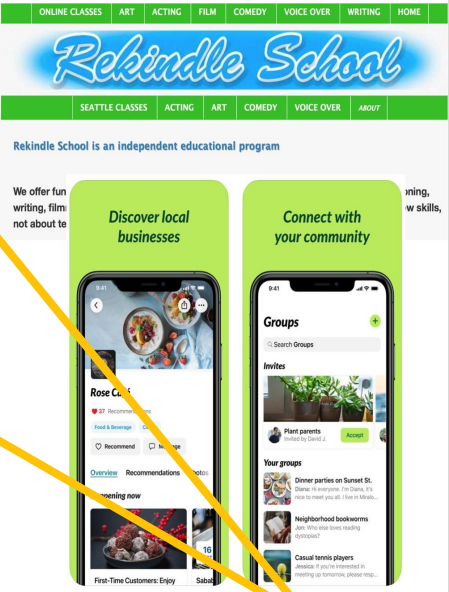
1. Each team member will spend a few hours researching the internet and capturing information about the tertiary competitors to share with your team. Review slide 12 for the different types.

2. Work as a team to assign tertiary competitor categories (at least 2 per team member). *If you have identified a new category, put it in.*

3. You will select one topic area per category. Each team member will use the template on slide 13. (Copy and paste the slide.)

Topic

Topic examples

Example of Tertiary Experience for Slide 13

Tertiary Experiences

Additional organizations, interest groups, influencers, features, etc., that have a vested interest in our market. List them alphabetically.

Events: Civil Eats events, EAT events, Farmers Markets, Soul Fire Farm events	Hardware: Apple Watches, Fitbits, Garmond Watches, Harpifork, Liftware, Nutrigenomics, SCiO, Tellspec	Digital Content: Blog (Cookie and Kate), eBook(cookbook), infographics, Instagram, Youtube, Snapchat, Twitter, Apps
Locations: Food truck, Farmers market, outdoor food sample booth, pop up booth, car back trunk catering, informal vendors, famous grocery or super markets, brand store, food station, food court, Whole foods virtual shopping,virtual dining, virtual meal party.	Policies: USDA, EPA, FDA, The Farm Bill and The Child Nutrition Reauthorization, Department of Public Health, Department of Education, Department of Human Services and Department of Environmental Protection, Wyoming's Food Freedom Law, National Organic Program (NOP)	Partnerships: Summer Food Service Program, event catering, food bank supporter, celebrity endorsement, celebrities' own brand.
Organizations: Food Tank, Feeding America, World Food Programme, IFOAM- Organics International, Northwest Harvest, Food and Agriculture Organization, The United States Department of Agriculture, Center for Environmental Justice and Sustainability at Seattle University (CEJS)	Games, competitions, incentives: Gym Challenges, beauty contest, Ladders and Tournaments, points reward system, loyalty program, fast food brand small game to win discount(McDonald), cooking simulator, weight loss simulator.	Services: Luncheon White Glove Service, Truluck's White Glove Service, Costco food delivery service, WFP Goodwill Ambassadors, EIT Food Ambassadors, FCN food consulting service

List of topics and sub-topics of potential tertiary experiences

Digital Content(Weicheng)
- Informational websites
- Company websites
- Social media and influencers(Weicheng)
- User-generated content
- Videos

Games, competitions and incentives(Tiyani)
- Rewards and scores
- Teamwork
- Badges
- Quizzes
- Simulations

Events(Cara)
- Roadshows
- Workshops
- Forums
- Surprises
- Meet ups

Locations(Tiyani)
- Pop-up shops and booths(Tiyani)
- Permanent structure
- Virtual reality

Hardware(Cara)
- Watches and wearables
- IoT
- Lifestyle trackers
- Kiosks
- Digital signage
- Add-ons to existing items

Policies, Laws, and Customs(Elizabeth)
- Future legislation
- Policy platforms
- Incentives and rewards
- Restrictions and coercion
- Unwritten customs

Partnerships(Weicheng)
- Sponsorship
- Spokespeople
- Celebrities and influencers

Organizations(Elizabeth)
- Non-for-profits
- Interest groups
- Government organizations

Services
- White-glove service
- Consulting
- Ambassadors
- Advisors

Digital Content

Digital content is where most people gathering information and learn about whole foods.

- Informational websites
  - Common practice is providing cooking instructions and recipe. Visual impression, like image quality, web page design, and formatting, is important.
  - Short and concise information are more popular among younger generation. Websites are suitable for people who are more serious about food/eating/cooking.

- Social media and influencers
  - Lots of unfettered advertising and unregulated contents are misleading. Sales marketing overpowers food science.
  - Need to improve public's general awareness on the implications of peer to peer sharing of unhealthy food.

- User-generated content
  - Encourage engagement and communication. Help build trust for brand.
  - Start a UGC will allow people to share their experiences and gain support from each other. This will be helpful for people to keep the healthy eating habit.

Partnerships

Partnerships are good strategies to open market and promote sales.

- Sponsorship
  - This is a mutually beneficial relationship. Finding the right partner for promotions that align with the goal and fit the target audience is crucial for a successful long-term sponsorship.
  - Collaborate with enterprises or organizations will allow a brand to reach more potential customers.

- Spokespeople
  - Celebrity endorsements are widely used to gain popularity, add prestige to a brand and bring instant awareness and credibility to a product.
  - It will be beneficial to find a person that the target audience are familiar with and trust.

- Celebrities and influencers
  - They are powerful in conveying a message/concept, but may overshadow the brand or the actual science.
  - Influential people build credibility. This method can be used to gain awareness of healthy eating.

Games, Competitions, Incentives

Gamification has been a trend in the food industry, as it draws people's attention. Various awards and incentives make progress measurable and visible, thus create motivation and encouragements.

- Reward and scores
    - Stimulate motivation and fun, strengthen customer loyalty, build brand awareness, and increase engagement. Digital format gaining popularity (app vs. loyalty card).
    - Point-based rewards or discounts are common practice. A layered system (simplicity vs challenge) may be a potential.

- Badges
    - Motivates people and makes them feel appreciated for their work and receive recognition for their efforts.
    - Badges can be used on social media. It's a great way for people to share their progress and get feedback.

- Simulations
    - It simplifies difficult concepts, provides a safer and cheaper trail, and helps people see changes over long or short periods of time. People will need to make sense of the results and believe in them.
    - This format may be used to help people establish realistic expectation of their goal and progress.
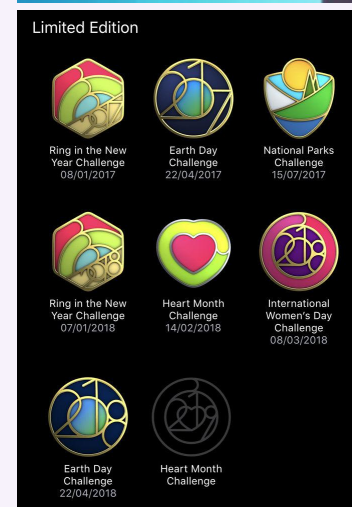
Hardware

Technological innovations can help us track what's in our food and what we should eat based on our genetic background.

- Smart Utensils
  - Help you monitor and track your eating habits.
  - This may be an opportunity for a partnership between other apps/websites and organizations.

- Food Scanners
  - Hand-held food scanners can inform users about specific ingredients and macronutrients.
  - There may be a need for this to be developed into an app or phone.

- Watches
  - Smart watches can help you track your calories and fitness goals.
  - Apps and watches work closely together to develop calorie counting, fitness and food goals.

Events

Organizations organize events for meeting others to create, learn and create community.

- ## Workshops
  - Websites and apps are creating a space in which a group of people can meet to discuss questions, brainstorm ideas, and identify problems, make decisions and develop solutions.
  - This space can help people make decisions and develop solutions.

- ## Conferences
  - Some non-profit organizations are creating educational platforms where people are receiving information.
  - This may be a good opportunity to create a calendar for educational conferences.

- ## Meetups
  - Organizations are creating community with like-minded people.
  - This is bringing people together through their shared interest and creating a support system.

Policies, Laws & Customs

Policies and laws around food help monitor and regulate our consumption of food and food safety. They affect food production and consumption as well as food safety science and technology, holding companies accountable to laws enforced by regulating agencies.

- Food Safety Modernization Act (FSMA) 2011
    - This Act focuses on preventing food contamination, rather than solely planning the best response to it. Under FSMA, the food industry must implement proactive control systems at all critical points in food production, distribution, and service.
    - As agriculture practices and food production advance, there will always be a need for a new set of regulations to address unprecedented issues.

- FDA
    - Responsible for protecting the public health by ensuring the safety, efficacy, and security of food supply. Regulation of food includes food additives such as preservatives and artificial sweeteners. is also responsible for food labeling, specifically the "Nutrition Facts" panel typically seen on packaged foods. Ingredient declarations are also required, and this is important for consumers with food allergies
    - People need to rely on systems to help make sure they are getting their nutritional needs met

- USDA
    - USDA is responsible for providing a safety net for millions of Americans who are food-insecure and for developing and promoting dietary guidance based on scientific evidence. USDA works to increase food security and reduce hunger by providing children and low-income people access to food, a healthful diet, and nutrition education in a way that supports American agriculture and inspires public confidence.
    - Food access is not guaranteed, and this organization helps to address this issue.
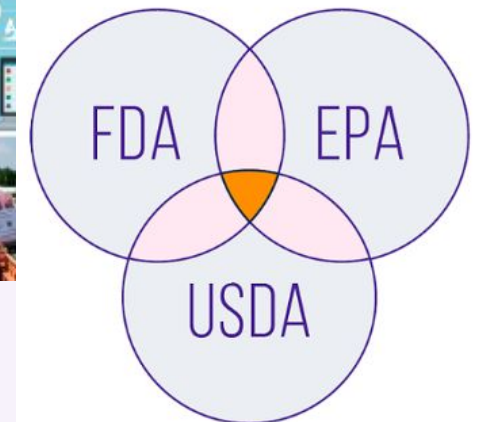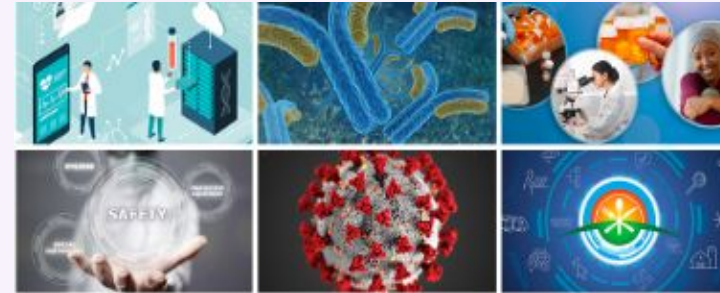
Locations

Location is crucial for food vendors. Brand identity, service structure, product category, interaction tactics, and pricing must all be appropriate for the local user base. New technologies and formats are being used by sellers to market their products and draw in buyers.

- Pop-up shops and booths
  - Great way to encourage in-person engagement, and get feedback from customers (as a testing lab), and create a sense of exclusivity to generate buzz for the brand.
  - Its mobile quality is ideal for campaigns or movements to raise awareness.

- Permanent structure
  - Location (accessibility), products, KPI, and loyalty program are important factors for a successful store.
  - Promotion(discount) and food delivery are beneficial for busy professionals.

- Virtual reality
  - It's a trend for cosmetic shopping. Food shopping still needs improvement in the interface and user experience parts. First good trail impression is vital.
  - People can have food/meal without calories, allergens or specific ingredients, satisfy partially of their craving need for certain foods.

Organizations

Organizations use public power and contribution to provide nourishment to people with limited access to food, and help them to attain a healthier life.

- Feeding America
  - Feeding America is a United States–based nonprofit organization that is a nationwide network of more than 200 food banks that feed more than 46 million people through food pantries, soup kitchens, shelters, and other community-based agencies. Forbes ranks it as the largest U.S. charity by revenue.
  - Food organizations like Feeding America are working to combat food insecurity and provide assistance to those who need it most

- The Food and Agriculture Organization
  - An international organization that leads international efforts to defeat hunger and improve nutrition and food security. FAO helps ensure food security by developing ways of growing food that will work in the future so that millions of people don't go hungry.
  - There are people who are trying their best to help other people access food and get the most nutritious foods they can.

- Center for Environmental Justice and Sustainability at Seattle University (CEJS)
  - Focuses on social, economic, and environmental justice and sustainability. They pursue goals such as "engaging local and global partners through projects that will directly benefit overburdened and underserved communities."
  - There are local organizations we can get in touch with to think about just food distribution.