

Executive summary:

- Some people want to know how consistent in healthy eating they are (for example, if a doctor told them “you have high cholesterol”)
- Traditionally this tracking is done by recording every meal (4-5 times a day)
- We propose the easier way: scan the photo of the receipt and get the number of fats-salt-sugar in that receipt (once every 2-3 weeks).

1. Problems and solutions

Cardiovascular diseases (CVDs) are the leading cause of death globally, taking an estimated 17.9 million lives each year (World Health Organisation, 2021). For comparison - COVID-caused deaths are 6.1 million from the pandemic start (Worldometers.info, 04 April 2022).

The most important behavioral risk factors for heart disease and stroke are:

- unhealthy diet,
- physical inactivity,
- tobacco,
- harmful use of alcohol (World Health Organisation, 2021).

Our project contributes to 2 of these four risk factors (unhealthy diet and tobacco use).

The project is aimed at assisting people who already recognized the importance of CVD risk. The project's aim is not to engage people in thinking about the risk of CVD, but its goal is to ease the conscious analysis of food selection preferences. And by doing that to change the behavior to a healthier lifestyle.

The project simplifies the analysis of healthier choices when selecting food in a grocery store or restaurant. It is achieved by automated summation of nutritional value of purchased products or dishes.

2. Solution description

The minimum viable product's scope is a chatbot in the messenger, which was selected as a GDPR-compliant provider. Messenger (chatbot) is a primary interface for the user, all the interactions are happening in a form of a private chat conversation.

When a user sends a picture of the receipt to the chatbot, then the response contains the nutritional information for all the products in the receipt (here should be a mockup). Users can also request a chatbot to get a monthly diagram of nutrients consumption (the most attractive, in our opinion is a “weekly amount of the saturated fats”)

The data is accumulated and serves as a basis for one of the reports:

- Weekly saturated fat consumption trends
- Fibre consumption trends
- Distribution of calorie sources in purchases
- The idea of reports is to demonstrate the trends in factors, which contributes to the risk of CVD (World Health Organisation, 2003)

3. Trends:

There is a general trend toward more conscious consumption. There is some evidence that awareness about the impact the purchase makes on CO₂ emissions can impact the selection of food in grocery stores (Perry, 2022). The author’s hypothesis is based on a similar behavioral intervention: raising awareness about the health impact may lead to healthier food selection.

4. Challenges:

- We are not tackling the overall calorie intake, only the selection of the food. Basically, the person may still be consuming excess amounts of full-grain lasagna instead of excess amounts of spaghetti carbonara. Our solution does not address the behavior change at the time of food consumption, but only at the moment of food selection.
- Narrow target audience: people who already recognize the need for healthier eating. The key limiting factor is perceived to be the recognition of the need for healthier eating. At the same time, the person who recognizes the need for healthier eating may not be the same person who selects the food from the store shelf. Finger-in-the-air estimation: 0,5 - 1% of country population
- The GDPR compliance is achieved by selecting the GDPR-compliant user data collection provider, for the 1st stage of the project this provider is Telegram (Telegram, 2018).

5. Monetisation strategies:

- We do not believe, that the standalone app with such functionality can survive on the market. Instead, we see an opportunity to white-label the functionality to be included in some super-apps: fitness-tracking, food delivery, e-commerce. A key consideration is user support (which is usually expensive) - larger apps already have the support infrastructure in place.
- There is still a way to make a standalone product under the umbrella of non-profit health improvement programs or by applying for government grants. Actually, the idea of the app was inspired by the app called “Veš, kaj ješ?” (<https://veskajjes.si/>), which was developed with co-financing from “Nacionalni program Dober tek Slovenija” from the Health Ministry of Slovenia.

References

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