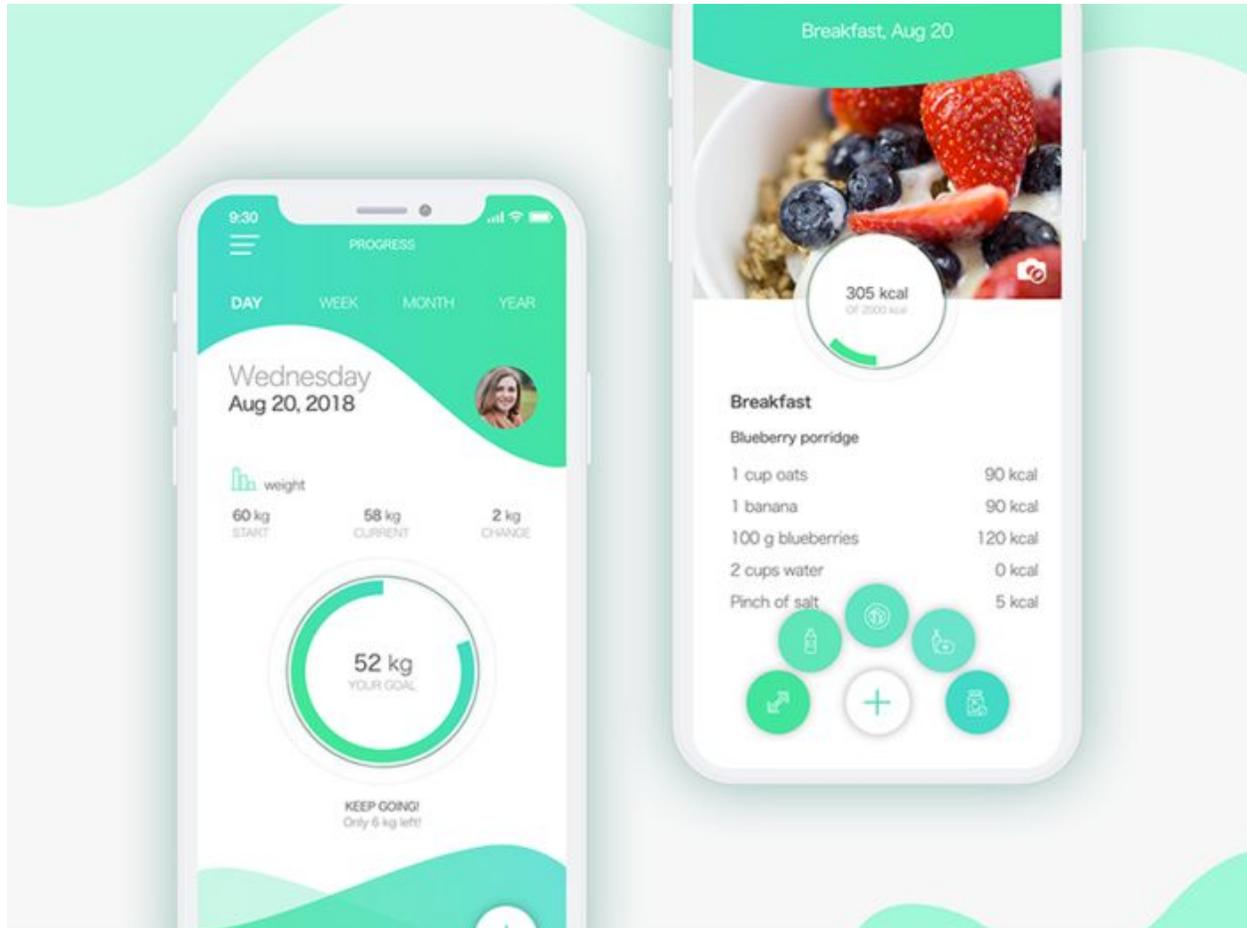


## Case study - Diet & Nutrition

### Key Nutrition App Features:

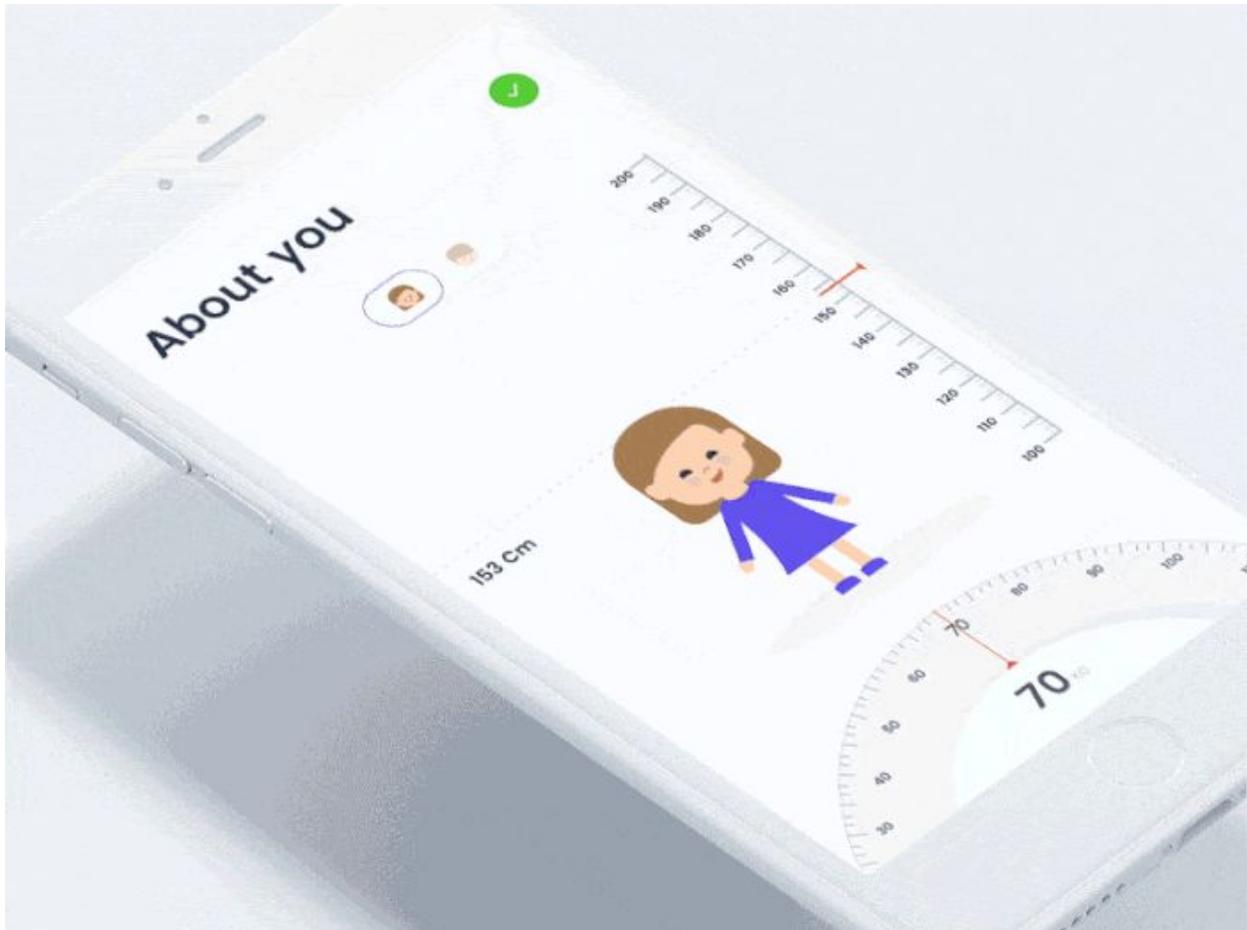


### 1: Registration

Personalization usually means a lot for users of health applications. To provide the most value, such apps should take into account age, sex, different health indicators like weight, height and so on.

Therefore, the registration process allows linking your application to each specific user and provide him with personalized content. It also ensures that their

data won't be lost if, for example, they change their devices or re-install your application for a reason.



### 2-3: Food Logging & Dashboard 📊

This is another essential feature for any diet application. Actually, it works like Wikipedia or a food “dictionary” which stores the information on how many calories there are in each meal/product. So when users enter the type and amount of food, the application shows an average number of calories that a user has likely consumed.



#### 4) Hydration 💧

If it meets the scope of your Project, we'd also recommend you to add a Hydration Screen during the nutrition app development. Appropriate water consumption also means a lot to people who care about their healthy eating habits.



## Extra features

### 1: Diet Plans

Many users expect your application to be a healthy eating helper rather than just a calorie calculator. Therefore, it may be a great advantage from their perspective if you offer them a more personalized experience (if they need to lose weight or to build muscle mass). Again, the way you do it depends only on you.



## 2)Barcode Scanner 📷

This is a nice and seamless alternative to the manual food login. Your customers will get a few advantages at once if you create a diet app with this feature:

When possible, users will be able just to scan a barcode which will significantly improve the overall UX.

They will also get more accurate data on the number of calories since it won't be just some average estimate (such information will be provided by a producer).

## 3)Shopping List 📝

Want to encourage users to open your application even more frequently? A Shopping List Feature is something that can help you with this as you make own nutrition application.

The simplest option is to provide users with a possibility to manually enter the needed goods. Yet, the UX can be greatly improved if you allow selecting products right from your food database.

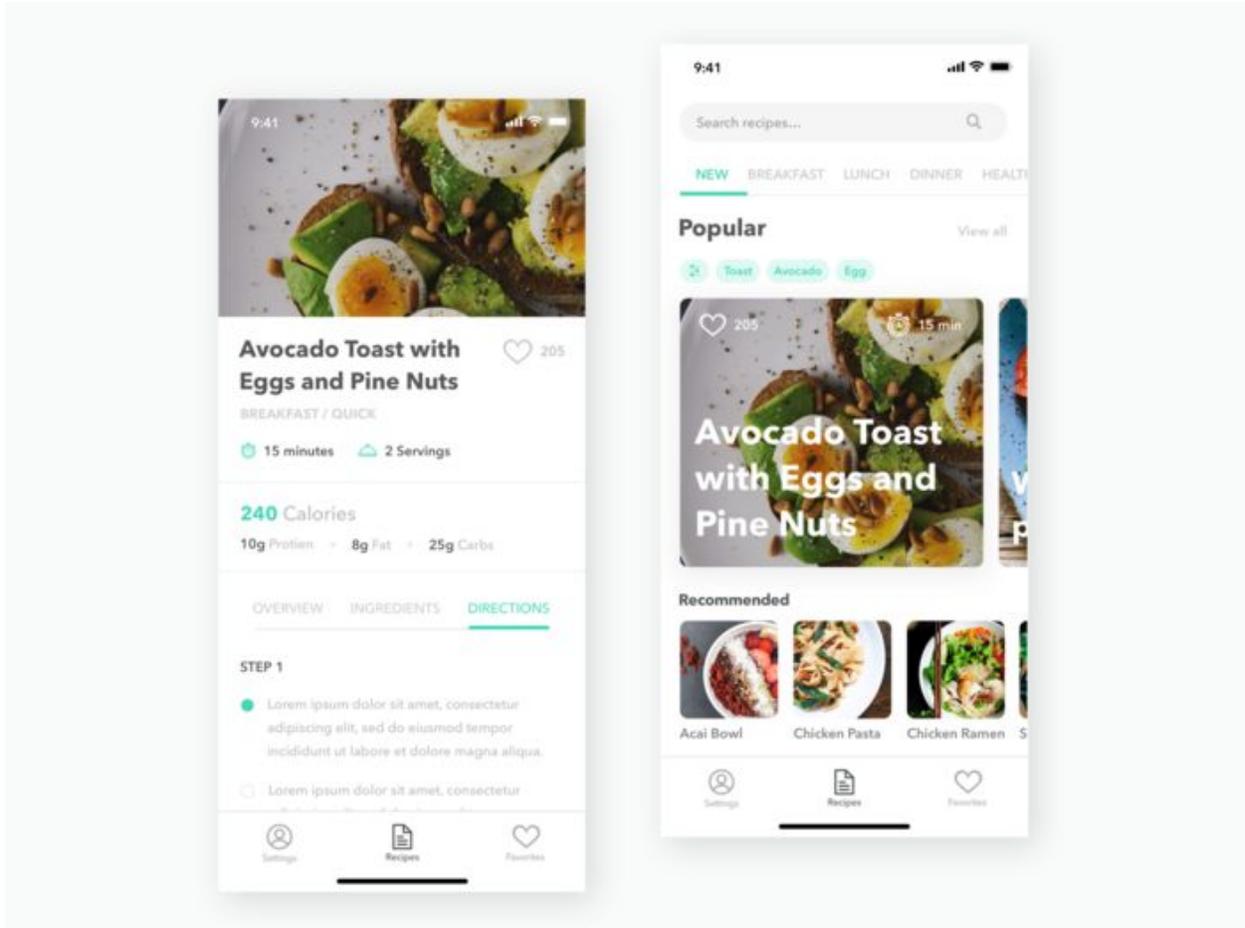
#### 4)integration with Wearable Devices 🕒

Many people want to know not only how many calories they eat but also burn during a day. That's when you may remember about wearables while developing a diet app. Fitbit, Jawbone, Apple Watch or Android Wear are the main ones, however, we'd recommend covering as many options as possible to satisfy users with less popular devices, too.

#### 5)Recipe Book 📖

For many people, the worst part of healthy eating is that they have to cook on their own because ready-to-cook meals are usually not healthy at all.

A book of pre-made healthy recipes is something that can help your audience, save them a lot of time and give even more reasons to use your app more



## 6) Live Experts 🧑🔍

You can also build a nutrition app with a Live Experts Feature for those, who are seeking professional help and want to personalize interaction with your app as much as possible.

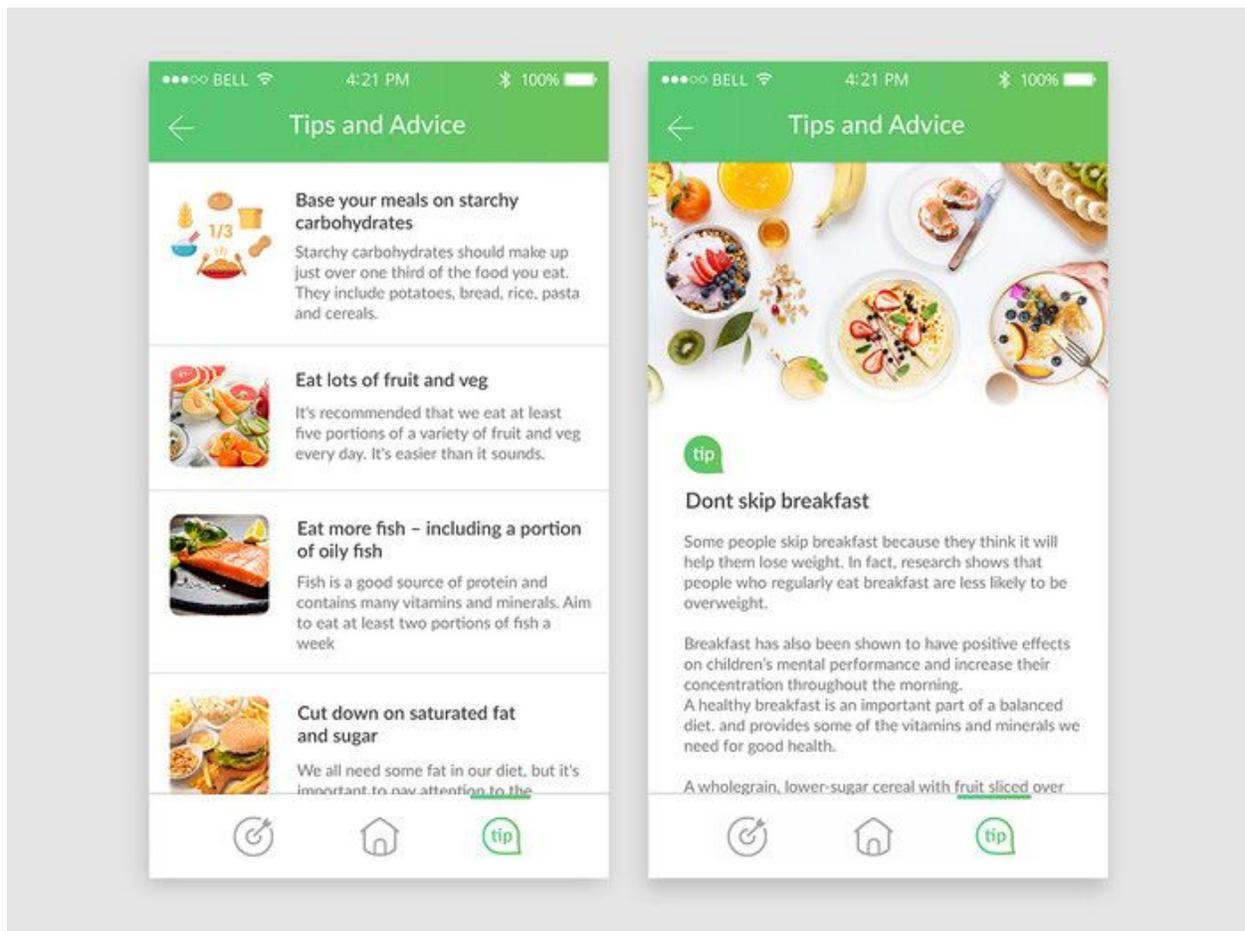
Your dietitians can provide consultations either through an in-app chat or via video calls, which will bring the UX to the new level.

Moreover, this feature can be used as an additional monetization solution. It will cover the needs of the ready-to-pay audience that looks for professional guidance from your experts.

## 7) Blog | Dietary Tips 📖

Another extra feature that you can implement when developing a diet app is a Blog:

- For newcomers, it will be a great source of information about healthy eating habits - what to eat, how often, at what time and so on.
- The experienced audience may use it to read the news and actual researches on this topic.



## 8) Gamification 🎮

When it comes to mobile apps, people like challenges more than anything. Gamification elements give your customers a sense of competition and encourage them to be active users and to obtain new achievements.

Badges, points, tiers, ranks, titles - it all works well if you want to keep your retention rate high.

Here are our estimates of costs to create a diet app. Check it out:

### MVP Features Estimated in Hours

Using React Native b

 Features	 Min Hours	 Max Hours
 <i>Setup Technical Foundations</i>	6	10
 <i>Onboarding</i>	8	12
 <i>Sign Up Flow</i>	52	64
Choose a goal	8	10

<b>Provide personal data</b>	<b>14</b>	<b>18</b>
<b>Social sign up</b>	<b>20</b>	<b>24</b>
<b>Forgot password</b>	<b>10</b>	<b>12</b>
<b> <i>Personal Profiles Flow</i></b>	<b>62</b>	<b>78</b>
<b>Add a photo</b>	<b>6</b>	<b>8</b>
<b>Update your weight</b>	<b>10</b>	<b>12</b>
<b>See the weight chart</b>	<b>18</b>	<b>22</b>
<b>Check the stats</b>	<b>22</b>	<b>28</b>
<b>Upgrade the plan</b>	<b>6</b>	<b>8</b>
<b> <i>Plans Flow</i></b>	<b>54</b>	<b>68</b>
<b>Plans list</b>	<b>18</b>	<b>22</b>

<b>Plan details</b>	<b>14</b>	<b>18</b>
<b>Choose the plan</b>	<b>22</b>	<b>28</b>
 <b><i>Diet Flow</i></b>	<b>96</b>	<b>118</b>
<b>Diet dashboard</b>	<b>32</b>	<b>38</b>
<b>Add meal</b>	<b>16</b>	<b>20</b>
<b>Search meal</b>	<b>20</b>	<b>24</b>
<b>See meal info</b>	<b>16</b>	<b>20</b>
<b>Barcode scanner</b>	<b>12</b>	<b>16</b>
 <b><i>Hydration Flow</i></b>	<b>48</b>	<b>60</b>
<b>Dashboard</b>	<b>16</b>	<b>20</b>
<b>Add water intake</b>	<b>8</b>	<b>10</b>

Schedule water intake	24	30
 <i>Push Notifications</i>	24	30
 <i>Extra features</i>	120	140
Shopping List	24	30
Blog (Dietary Tips)	56	62
Chat with dietitians	40	48
 Total Hours	470	580
 Approximate costs	\$18,800	\$23,200

So the diet app development costs are between \$14-18,000 without the extra features like blog and between \$18-23,000 including them. We calculated the costs to create a diet app using the \$40/hour rate that is standard for Eastern Europe. However, this is an approximate estimate so if you want to get an accurate numbers for your project, drop us a line!

## Conclusion

**Now you know everything you need to make your own nutrition application. This market is booming right now, so you have all the chances to find your customer and occupy a prosperous niche.**