

kind habits.

Julieta Toiberman

Capstone Presentation



Where it all started.



68%

of adults in the US are
considered overweight or obese.

- Center for Disease Control and Prevention (CDC)

100 million

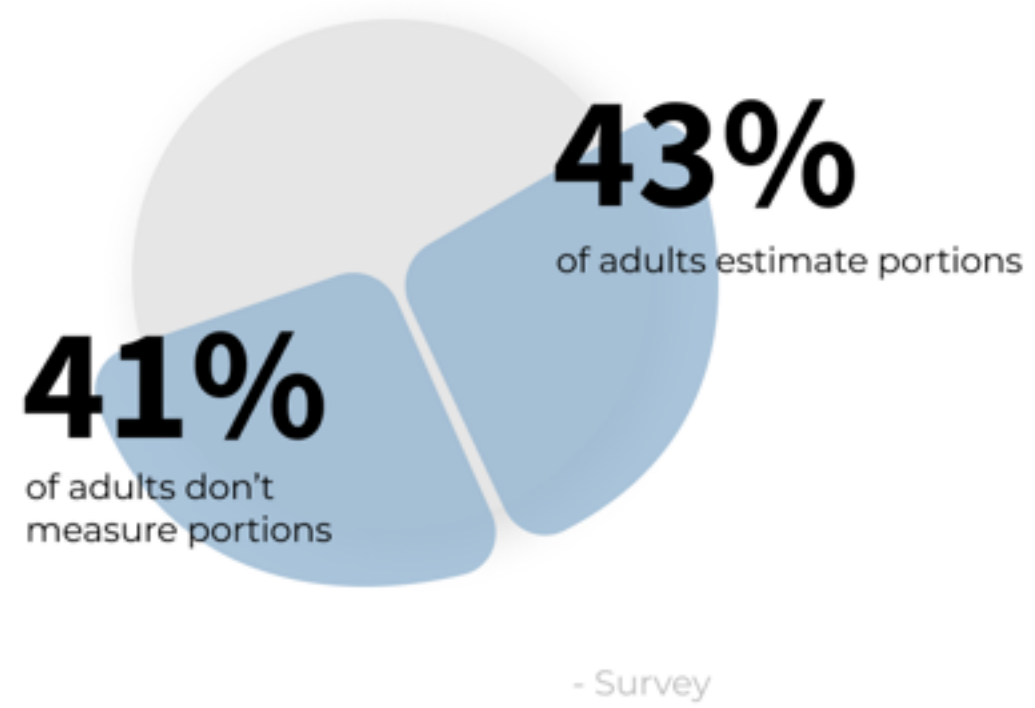
of adults in the US living
with diabetes or pre-diabetes.

- Center for Disease Control and Prevention (CDC)

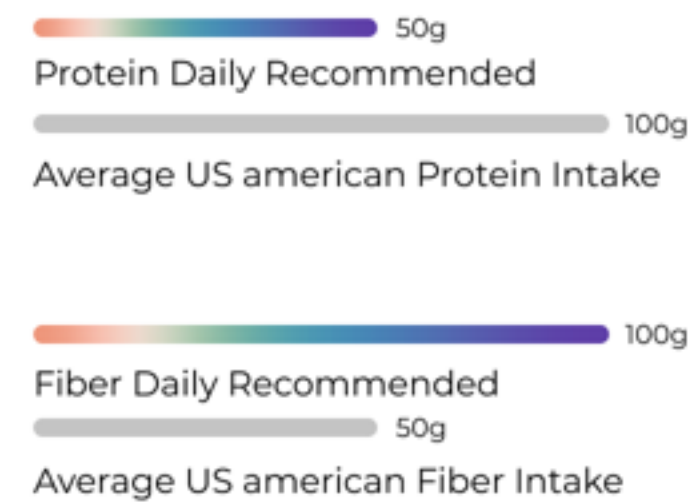
678,00

deaths in the US
caused by bad diets.

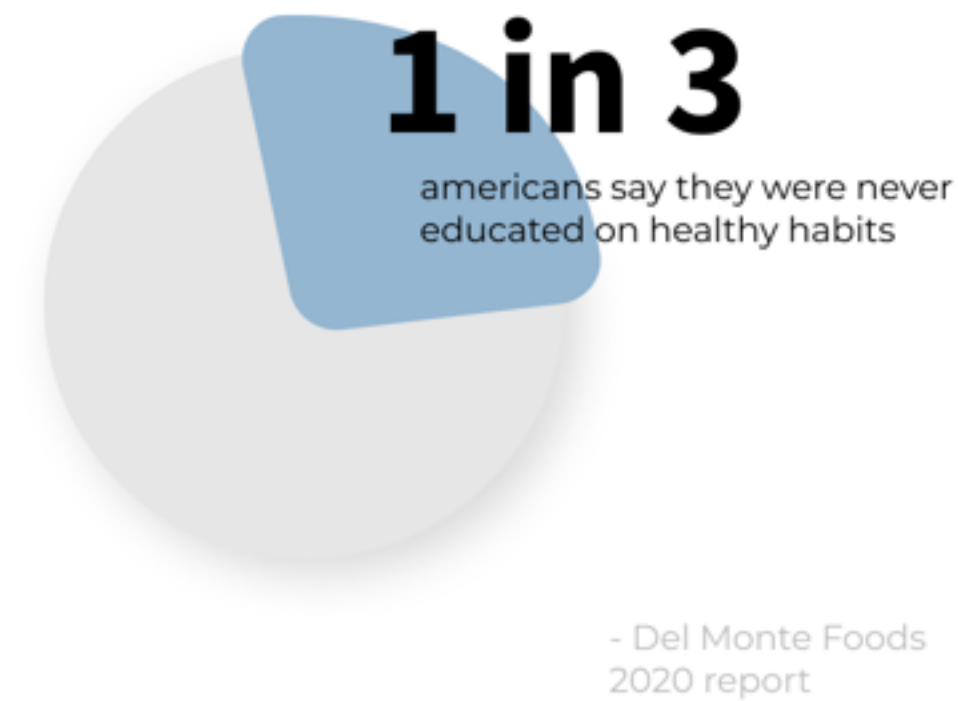
-CSPINET.org



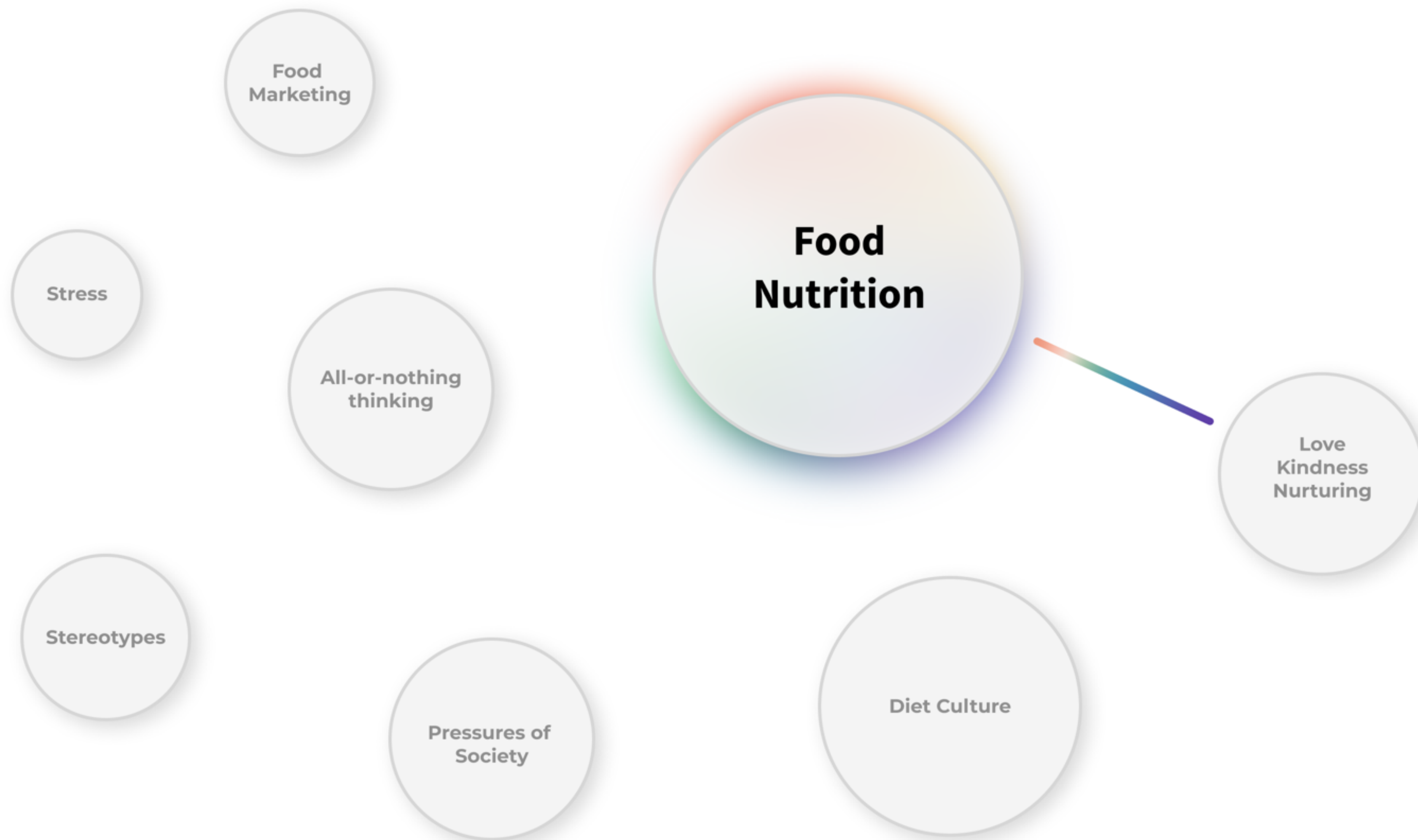
No portion control

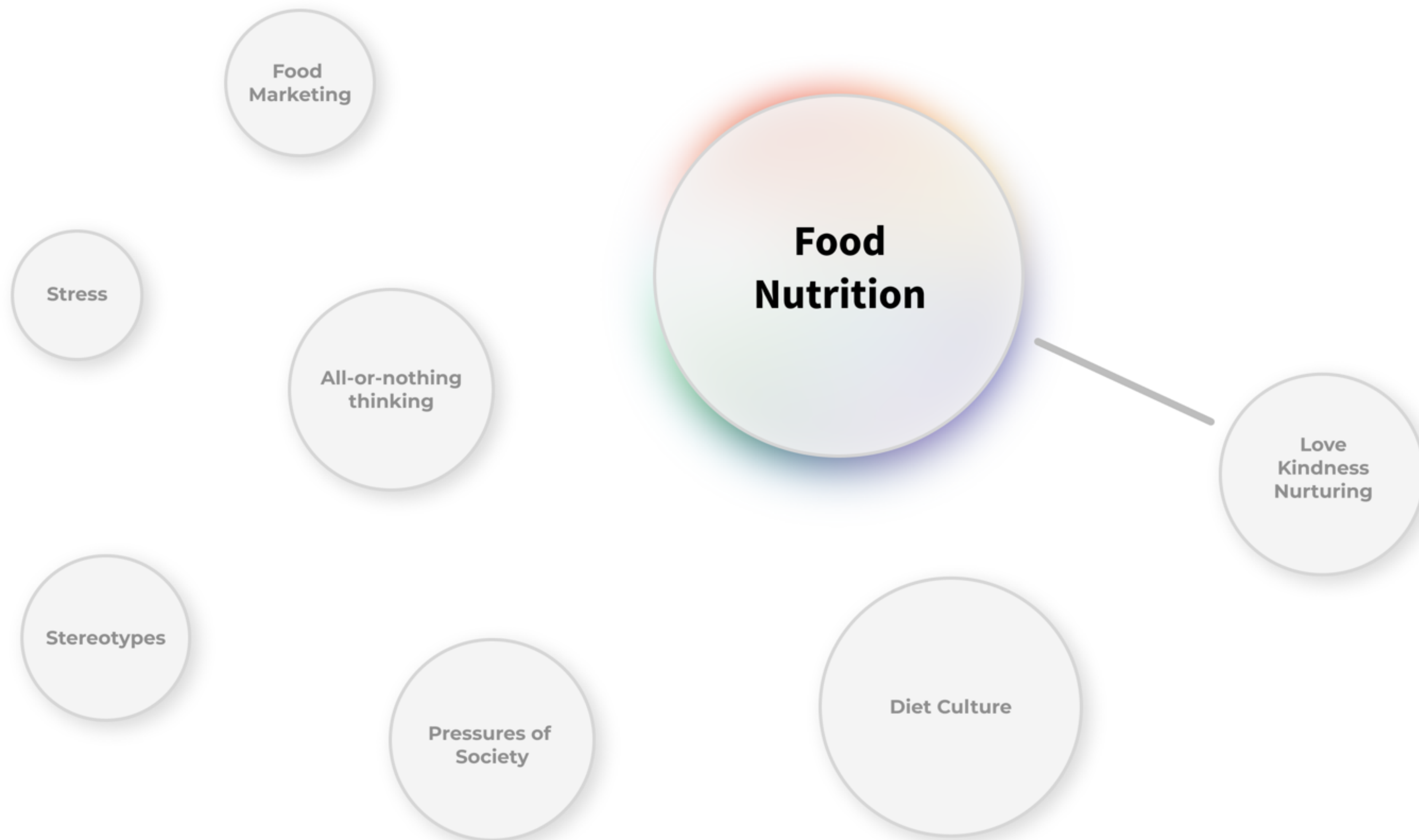


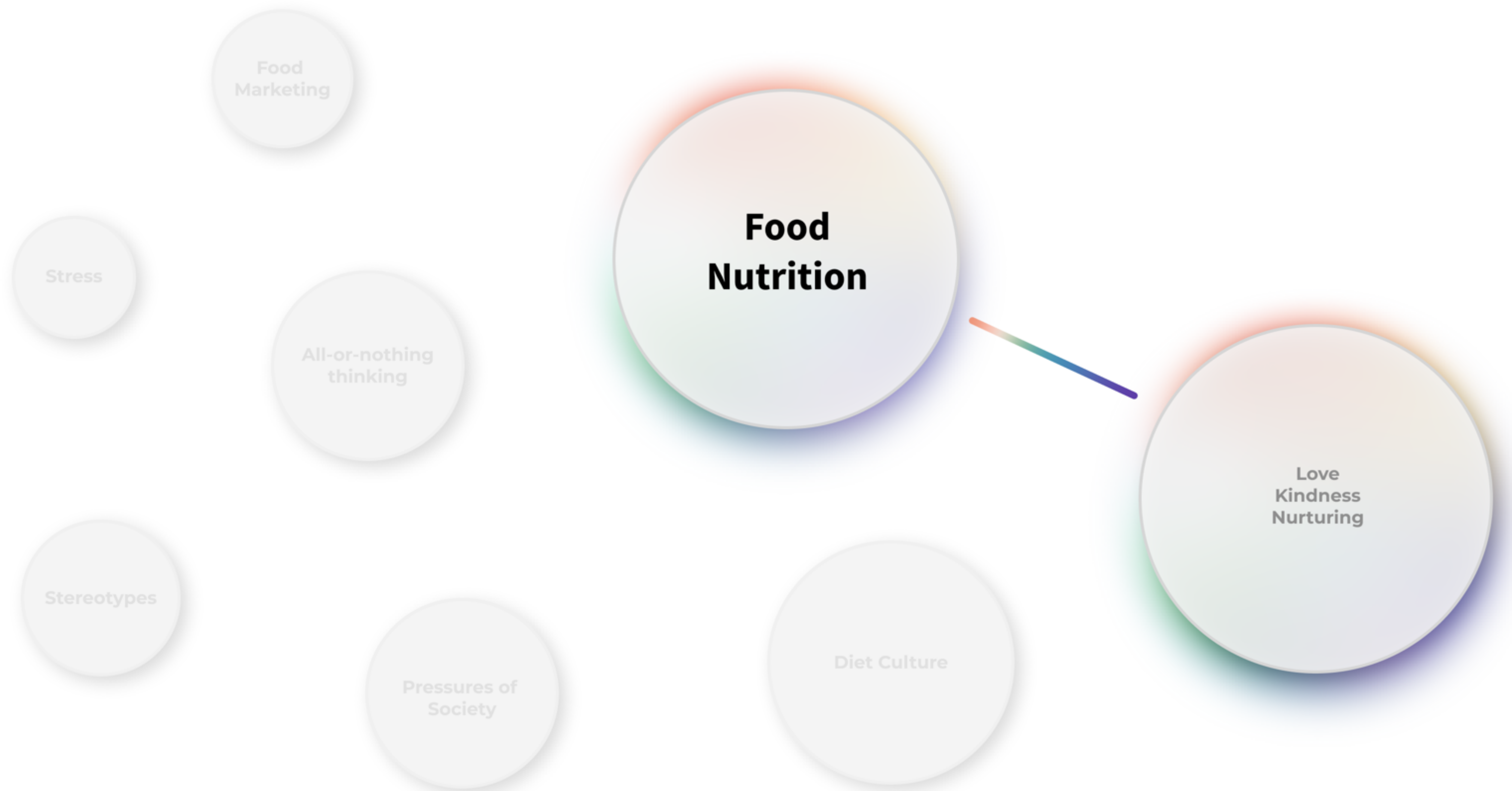
Unbalanced meals



Low Education on Nutrition







Primary Research

Research Methods

Online Surveys

**User
Interviews**

**Expert
Interviews**

Co Creation

**Brainstorm
Sessions**

Research Insights

Healthy nutrition has become a responsibility and a burden to most.

“I think [COVID] gave me more time to focus on it and think about nutrition and how unhealthy I am.”

• Matthew, 29

"Abstracting [calories] it in a way is helpful."

• Sarah, 27

Research Insights

Numbers and data don't work for many people.

"I've gotten obsessed with calorie counting and sugar counting so i try to stay away from those things."

• Phoebe, 25

Research Insights

**My intention was right but my idea
still was following the traditional
views of food.**



The challenge

How might we design an innovative, simple, fresh and new creative perspective on food for young adults that improves our relationship with food through the celebration of new and beneficial habits to encourage a sense of kindness, positivity and acceptance?



Assimilates

A product that does not require a complete change in habits and fits naturally in the the user's environment.



Customizable

Must be able to adapt to each user's individual needs and intensity they are looking for.



Educates

Be able to educate users on food and nutrition to learn what they need.



Intuitive

The system must be user friendly and easy to understand to incorporate a habit.



Fundamental #1

Habits through empathy



Fundamental #2

**Grounded in the science of
color and nutrition.**



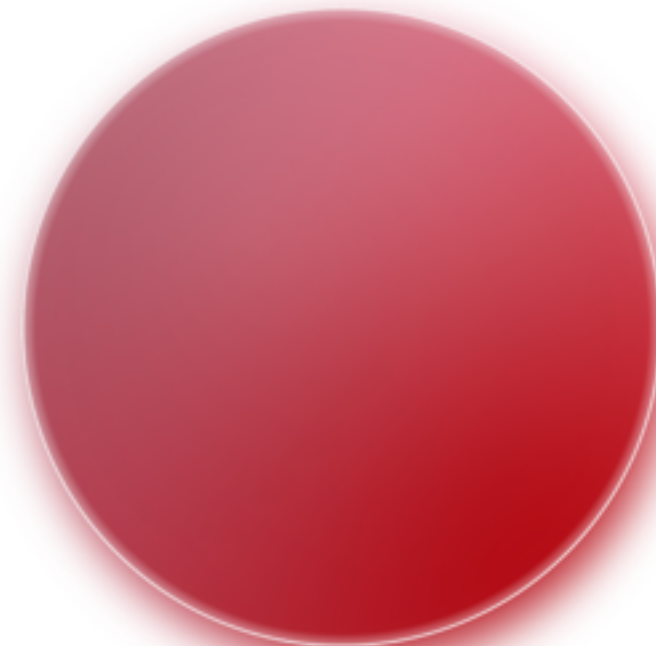
Blue & Purple

- prevents heart disease, stroke and cancer
- important for your memory
- promotes healthy aging
- protects urinary tract health
- regulates healthy digestion



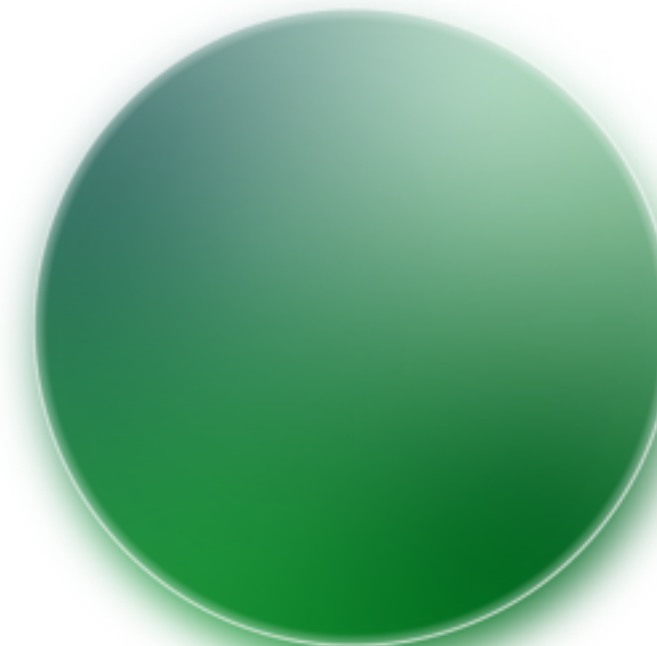
Yellow & Orange

- protects your nervous system
- promotes eye health
- prevents heart diseases
- maintains skin health
- boosts your immune system
- helps build strong bones



Red

- protects our hearts
- reduces the risk of developing atherosclerosis, hypertension and high cholesterol
- lowers the risk of developing different types of cancer, including prostate cancer
- protects against heart diseases
- improves brain function



Green

- protects your eye health
- lowers the risk of developing age-related muscular degeneration
- protects you from cancer
- protects you from high levels of bad cholesterol
- regulates digestion
- improves immune system functioning



White & Brown

- lowers the level of bad cholesterol
- lowers high blood pressure
- minimizes the risk of colon, prostate and breast cancer



Blue & Purple

- prevents heart disease, stroke and cancer
- important for your memory
- promotes healthy aging
- protects urinary tract health
- regulates healthy digestion



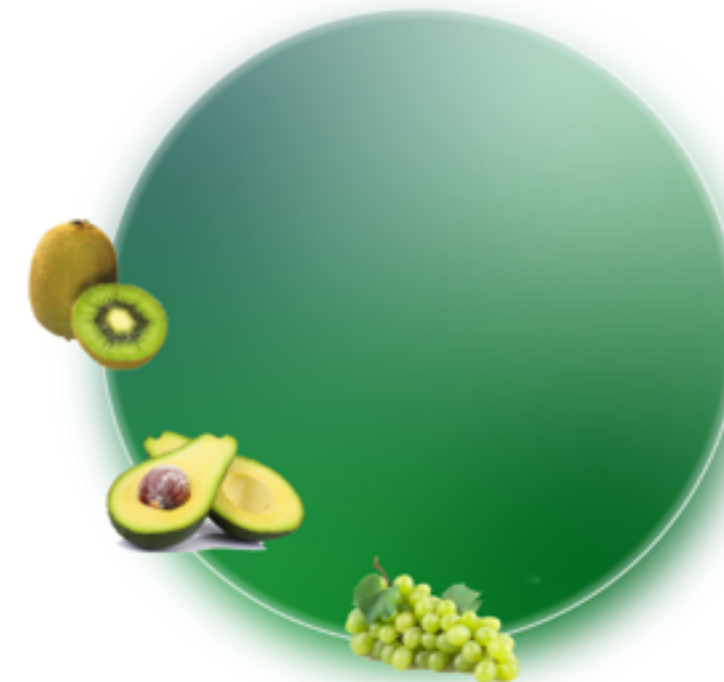
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kind habits.



Brand Mission

**To educate, inspire, and improve our
relationship with food through the eyes of
kindness, self-acceptance, and playfulness.**



Positivity



Acceptance



Warmth



Balance

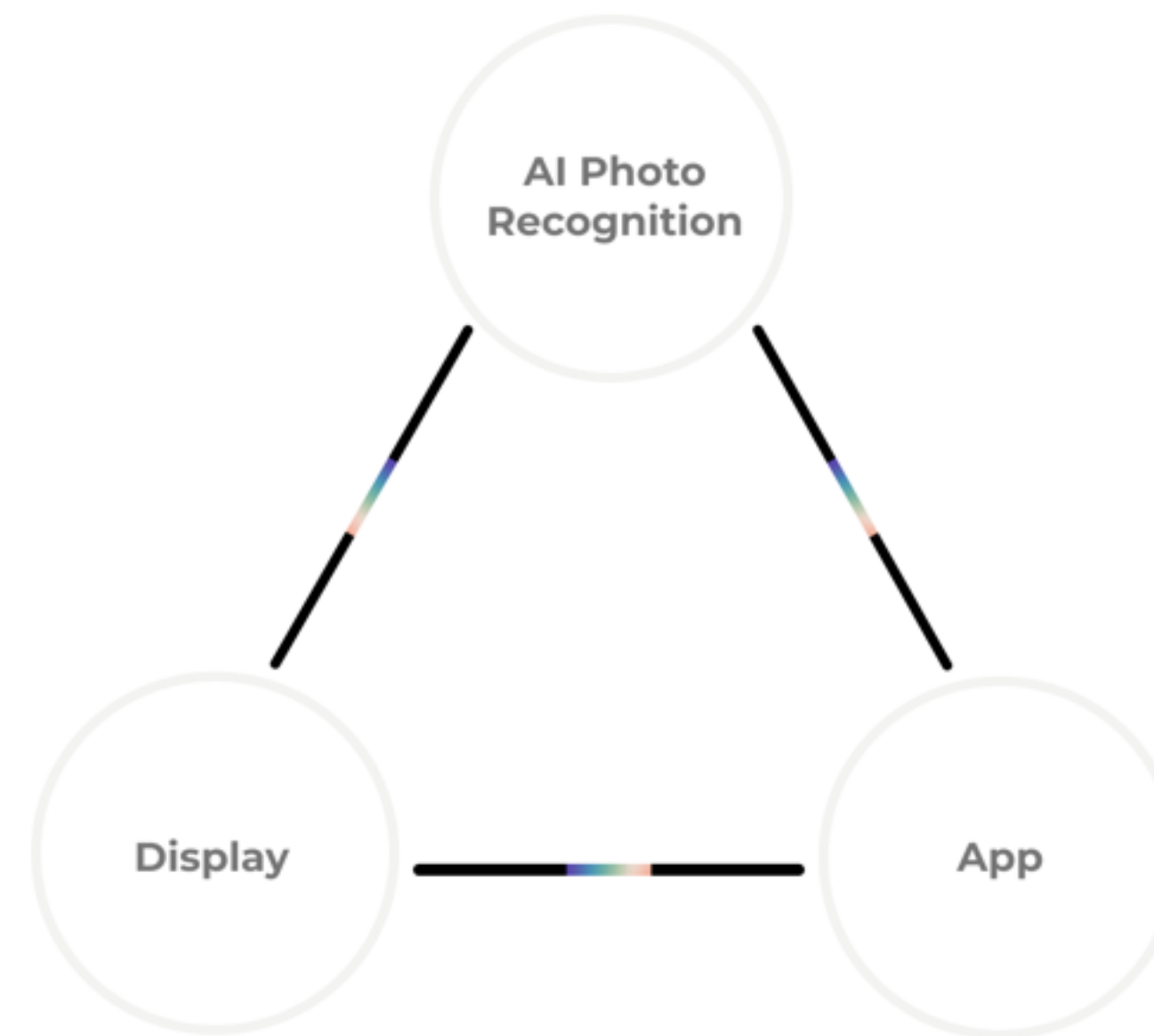


Introducing Loop

A visual tracking system that uses color, gentle visuals and photo recognition to change the way we view our relationship with food.



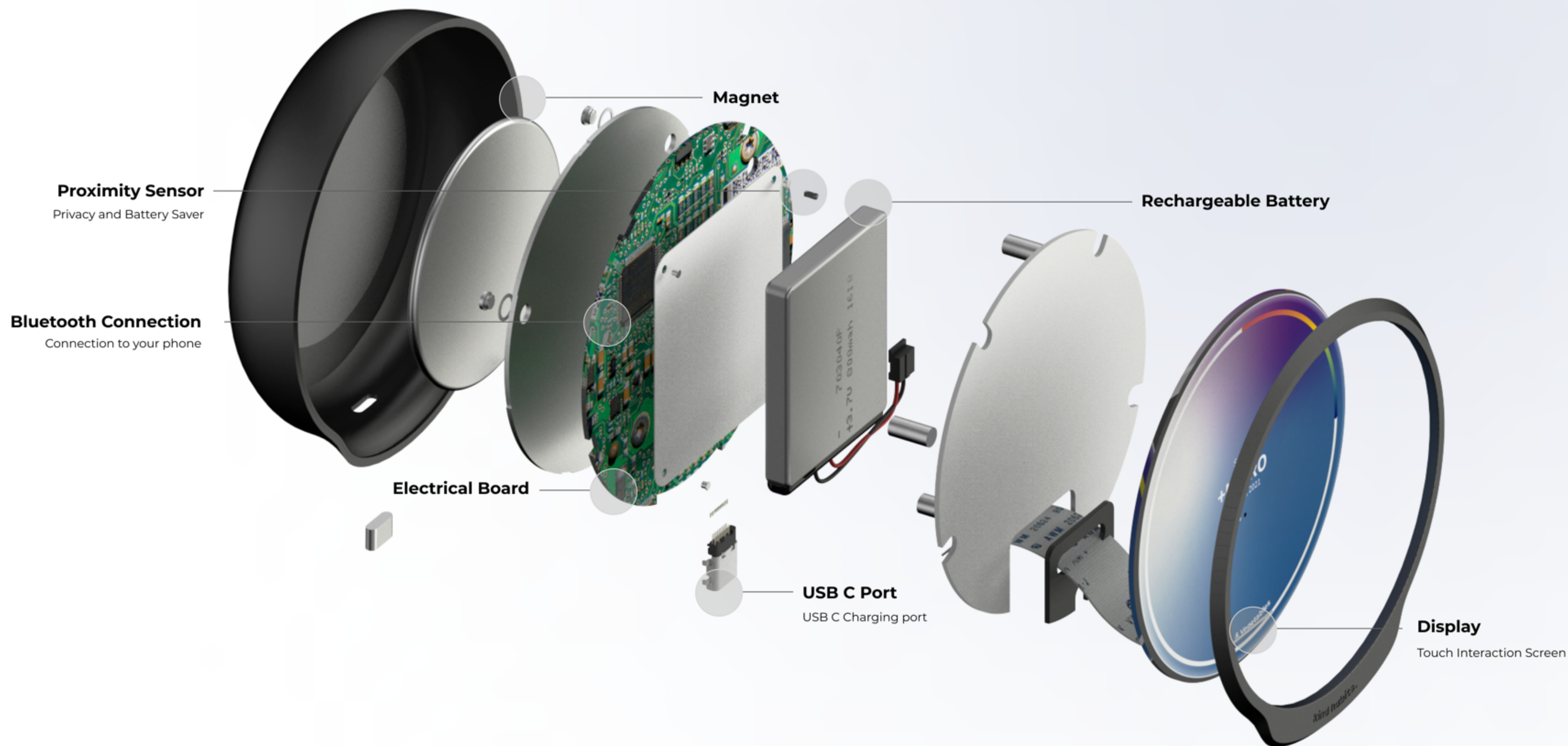
Kind Habits is a new lens on how we see, track and learn about nutrition.





Display

You can find this device either attached to your fridge or on the mount anywhere in your kitchen which will automatically turn on when you and your phone are close.



Display UI

Each display will show information about today
and yesterday's intake for the user to swipe through.





Kind Habits App

The app is a much more detailed view on our nutrition than the display, while still keeping the gentle and kind visuals.

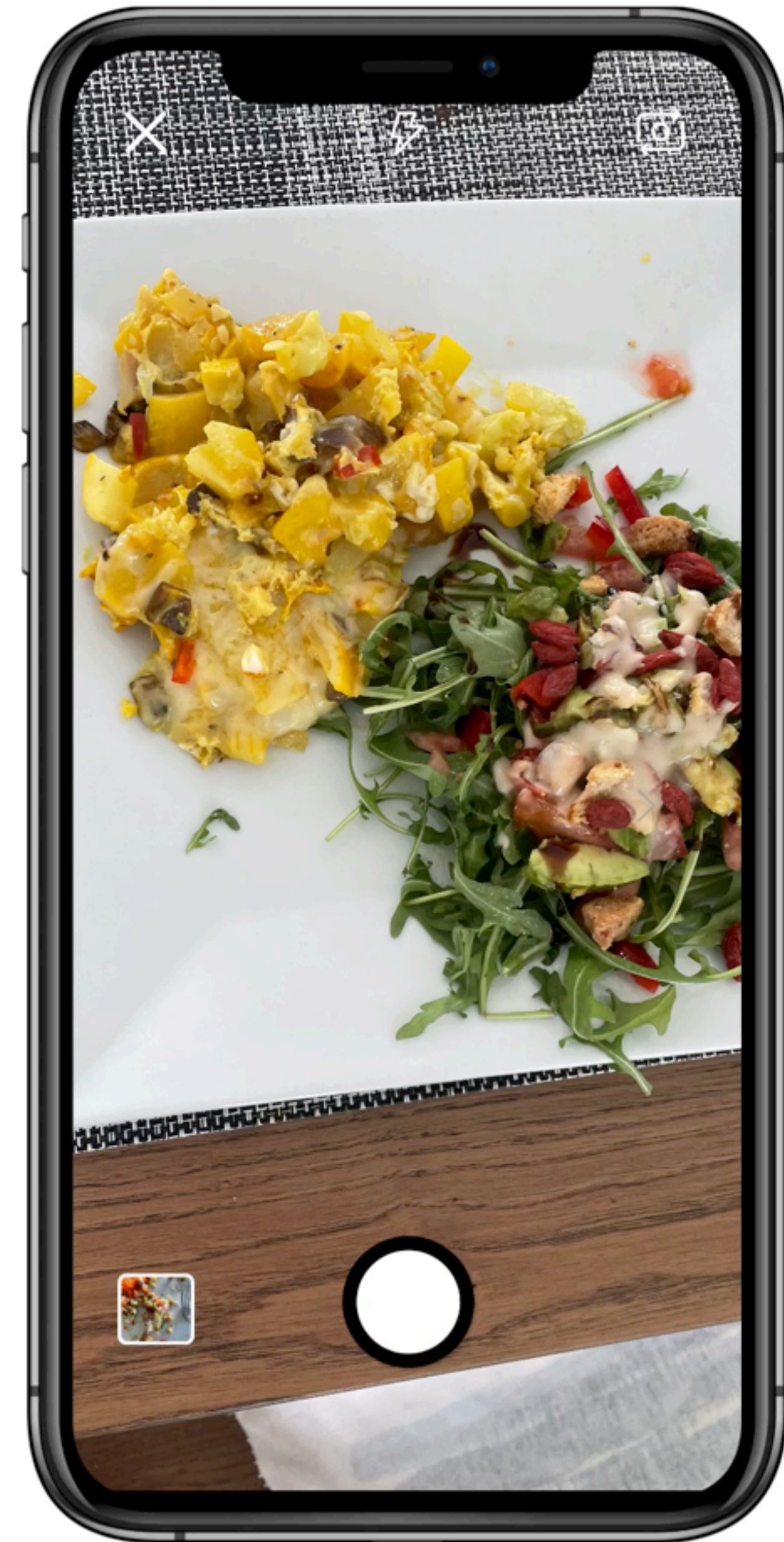
AI Photo Recognition

Through Bite AI Food Recognition and Food Logging, users will be able to take pictures of their meals and snacks to track their intake.



**"We are already taking
photos of our food."**

· Ivan, Interviewee

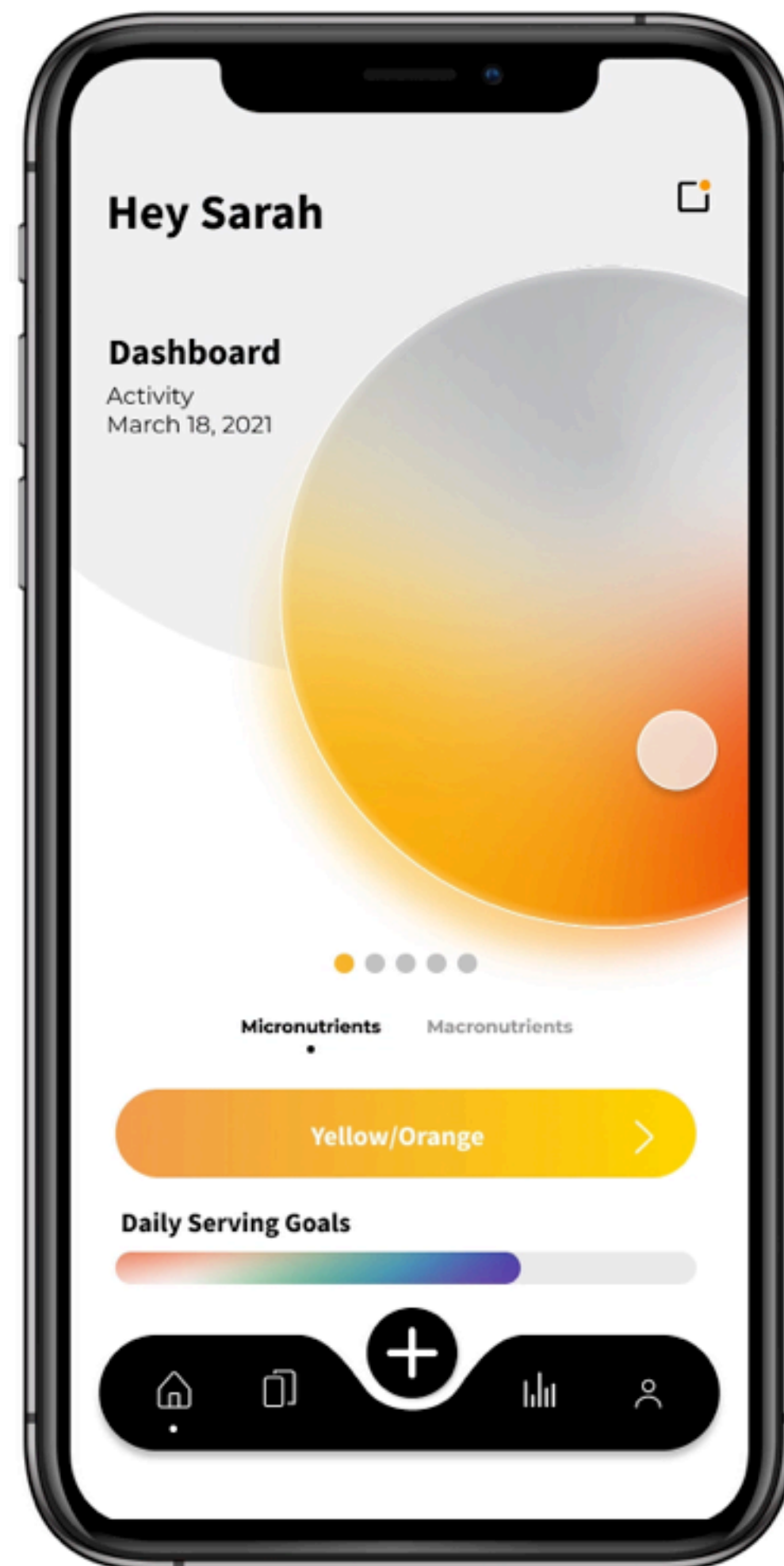


Onboarding

For first time users, the onboarding process will consist of completing your information for us to develop a personalized experience.



**Gentle visuals and an intuitive
system for long-lasting habits.**



Tracking Color

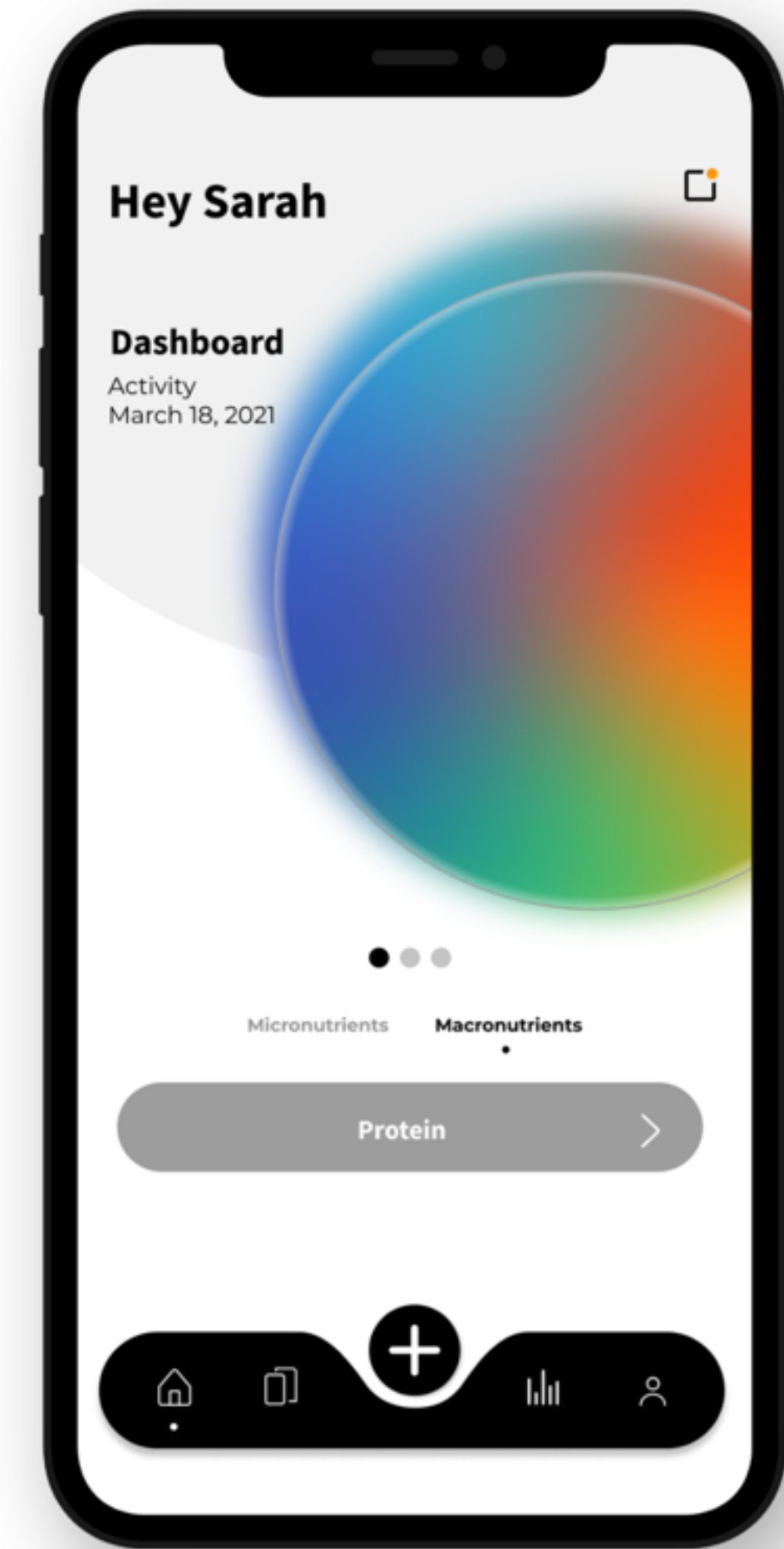
Daily progress by color and food groups. Visuals are a representation of the intake logged that day.

"I don't know too much about fruits & veggies, so I would like that information separate"

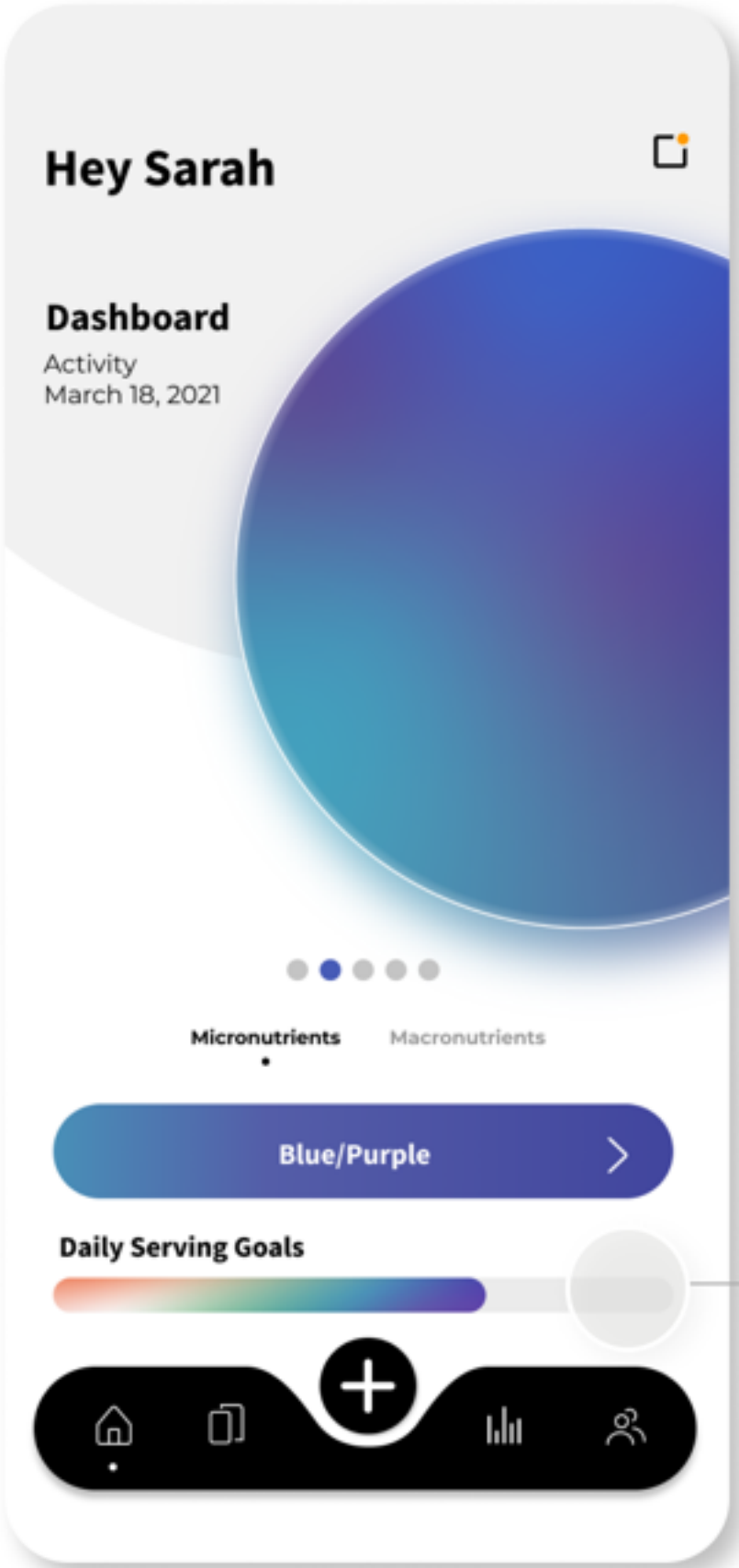
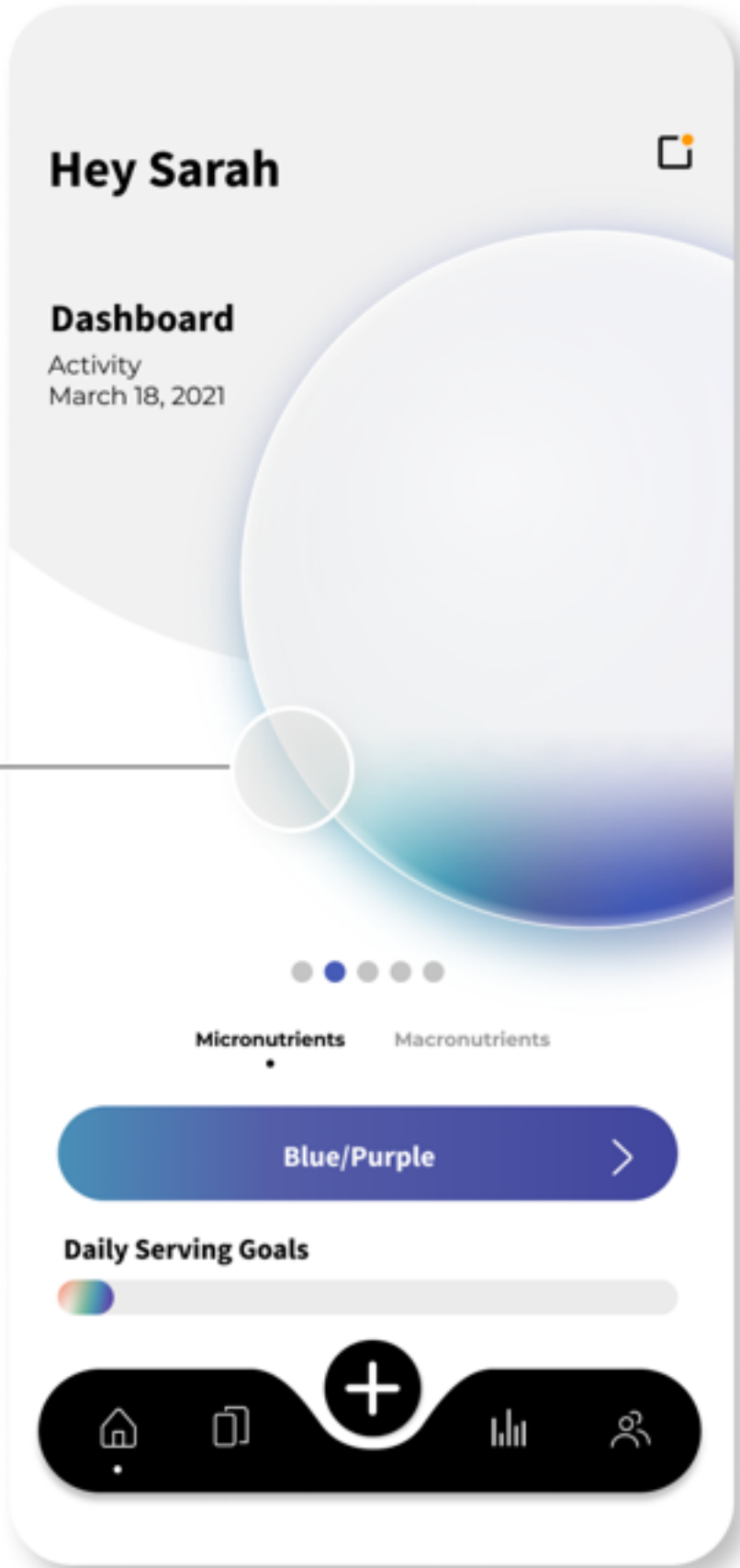
• Ozzy, Interviewee

Tracking Servings

In order to develop physical, mental and emotional healthy habits our visuals need to be data driven but visually gentle.



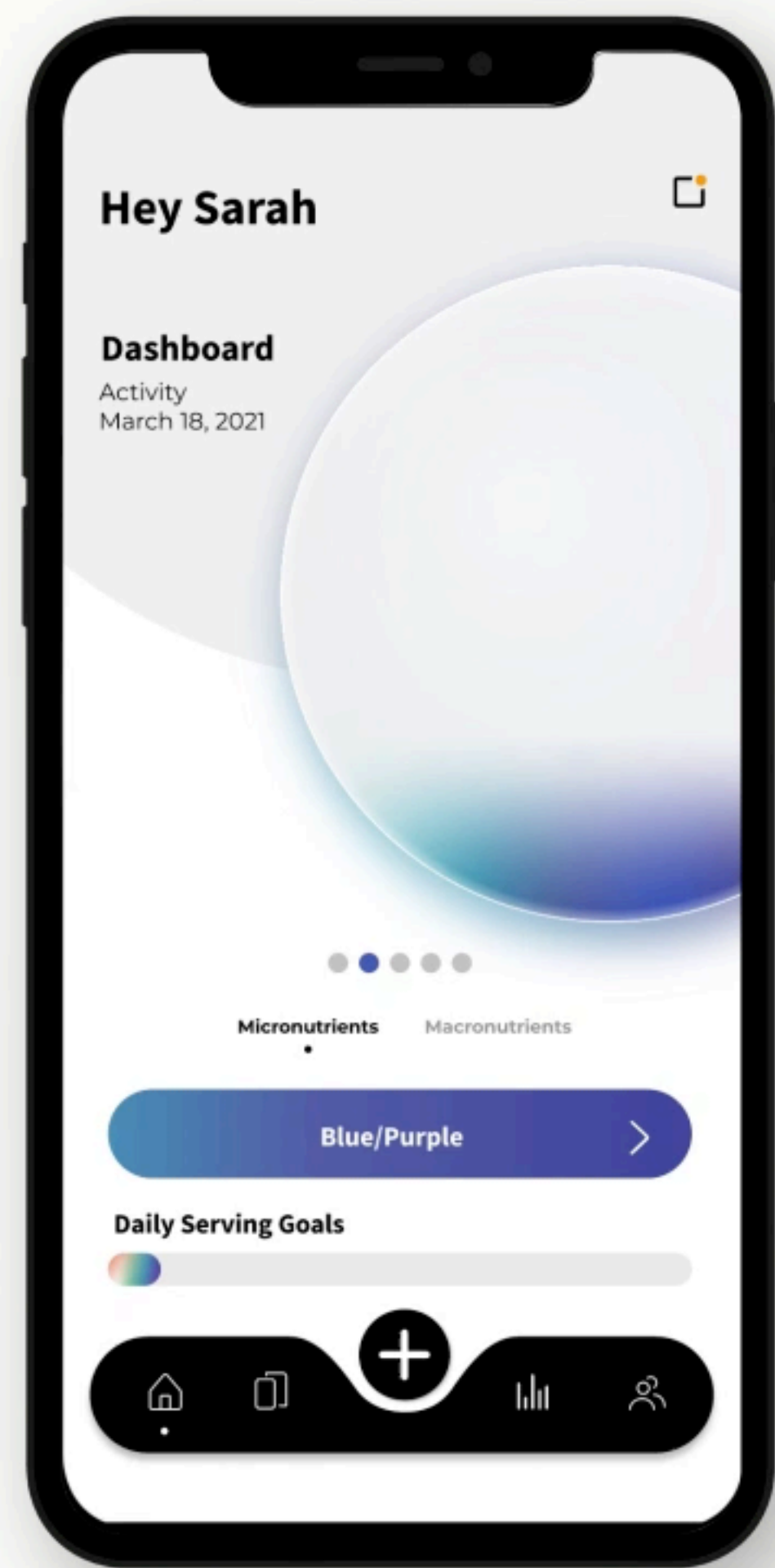
Purple & Blue
Color Tracking



Visual Progress

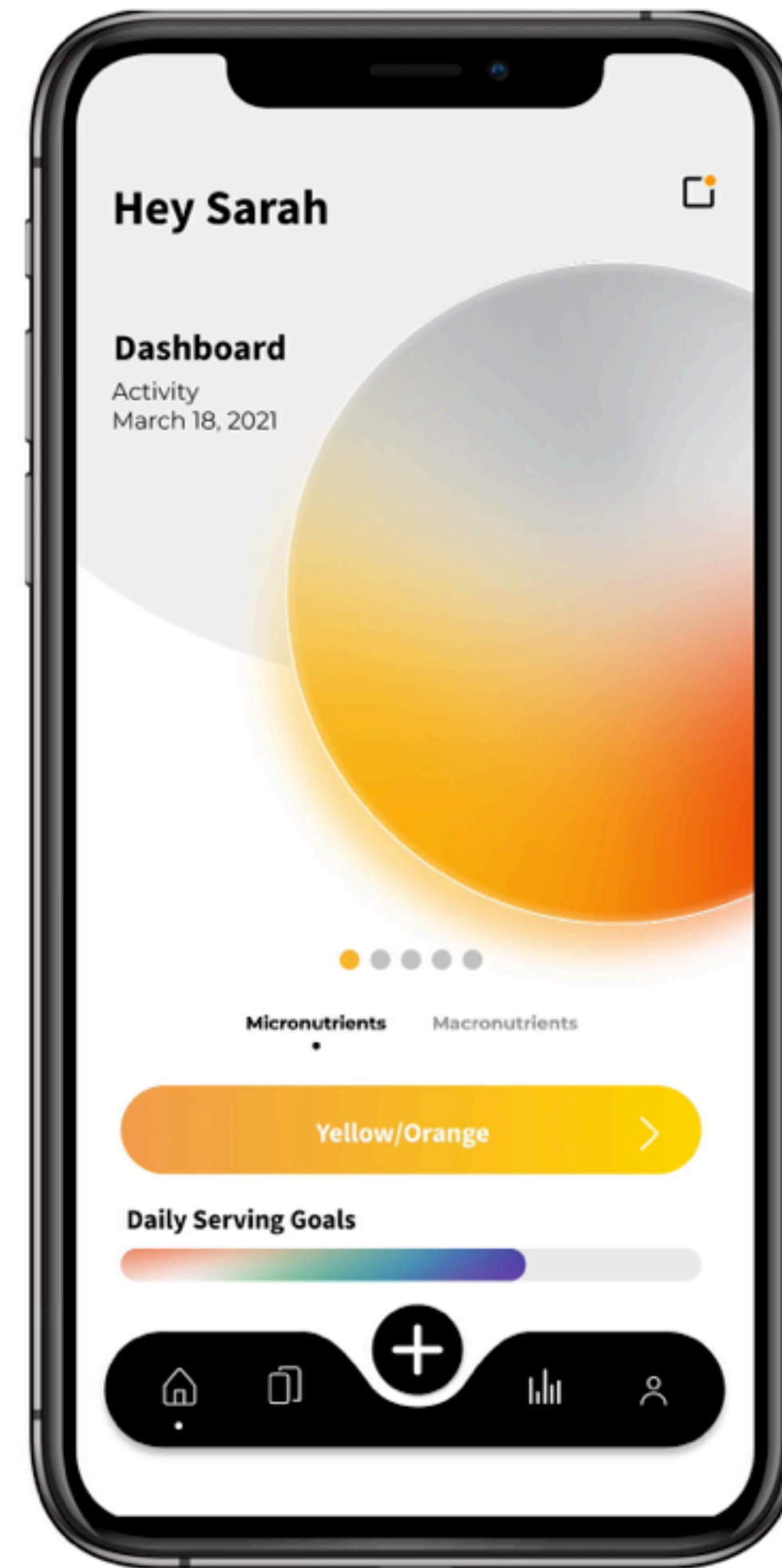
This type of data visualization gives the users an idea of how they are doing during the day wherever they are.

All Color Daily Serving Progress



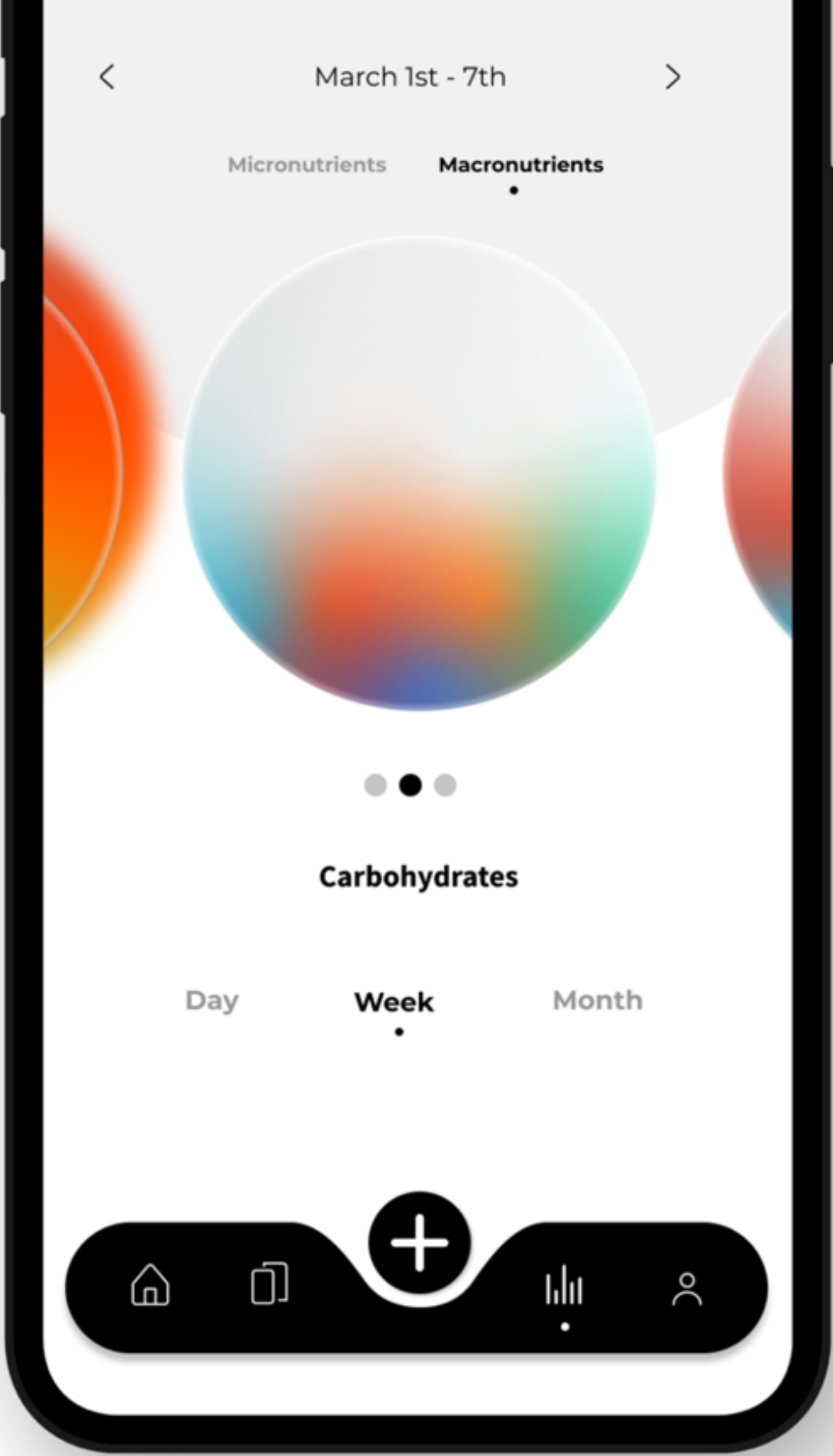
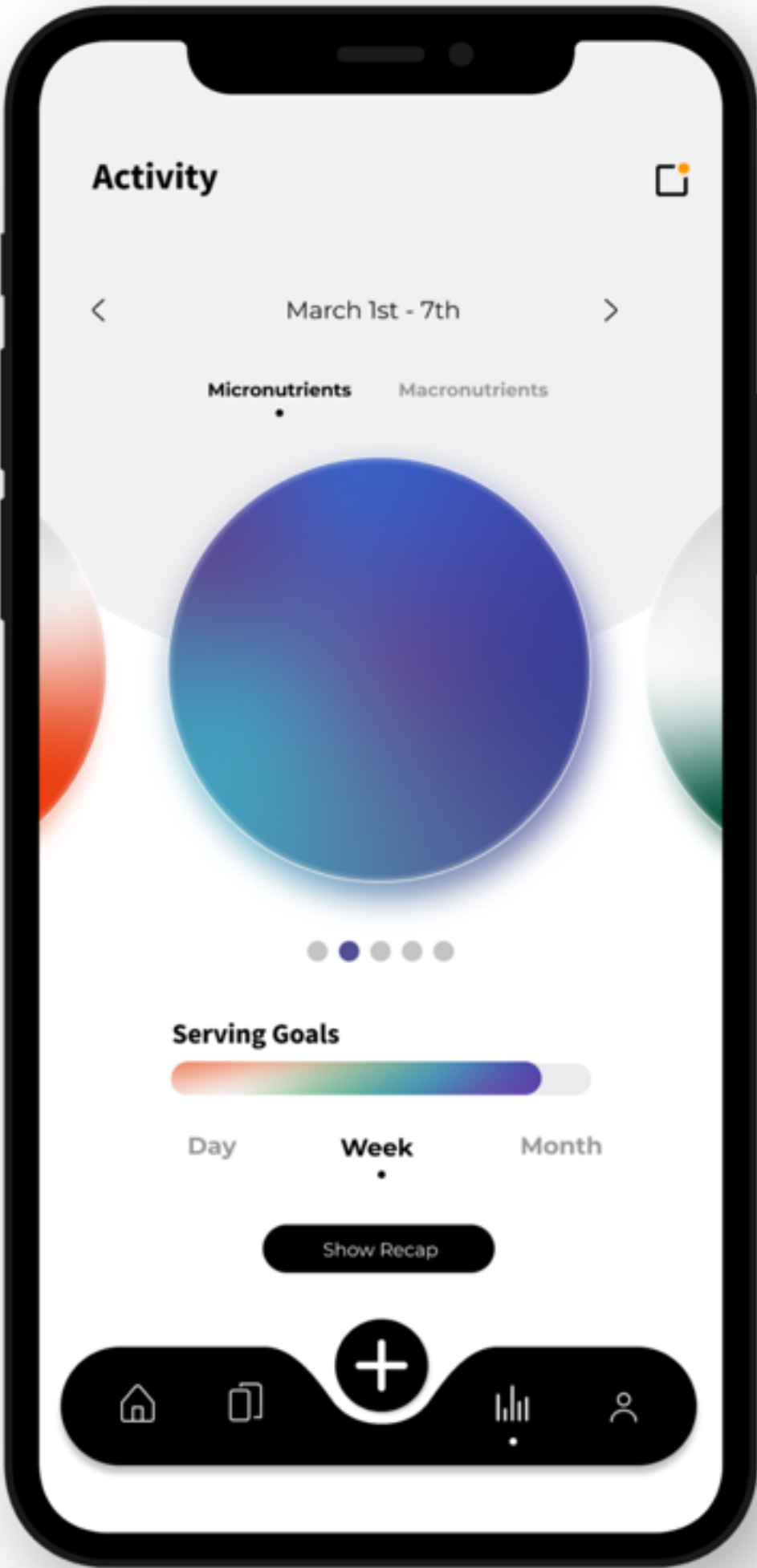
Education

In the education tab you will be able to learn about each food group, color, best foods within these groups, recipes and overall interesting nutrition articles.



Activity

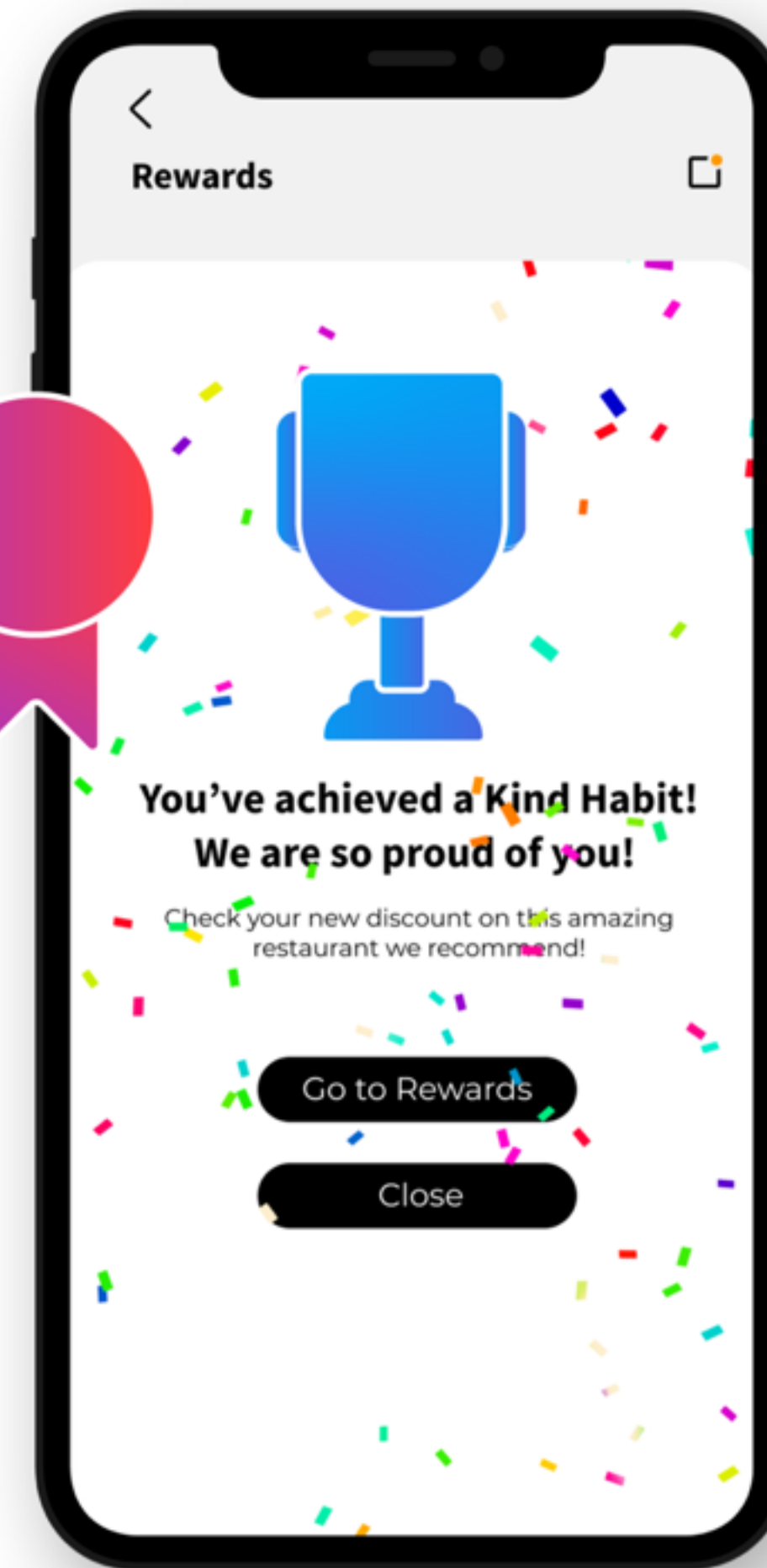
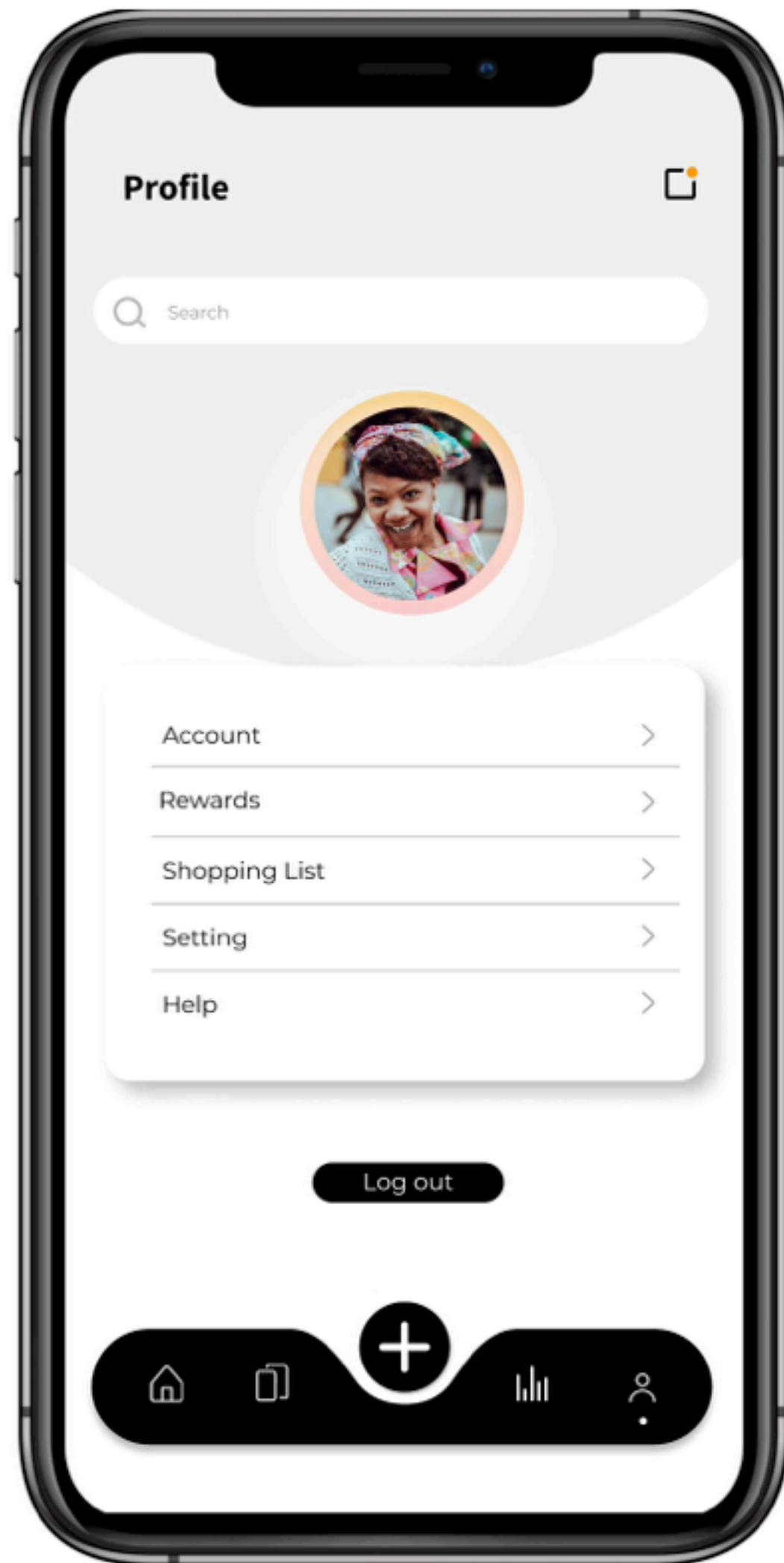
The activity tab shows the user their intake and what their tendencies are.





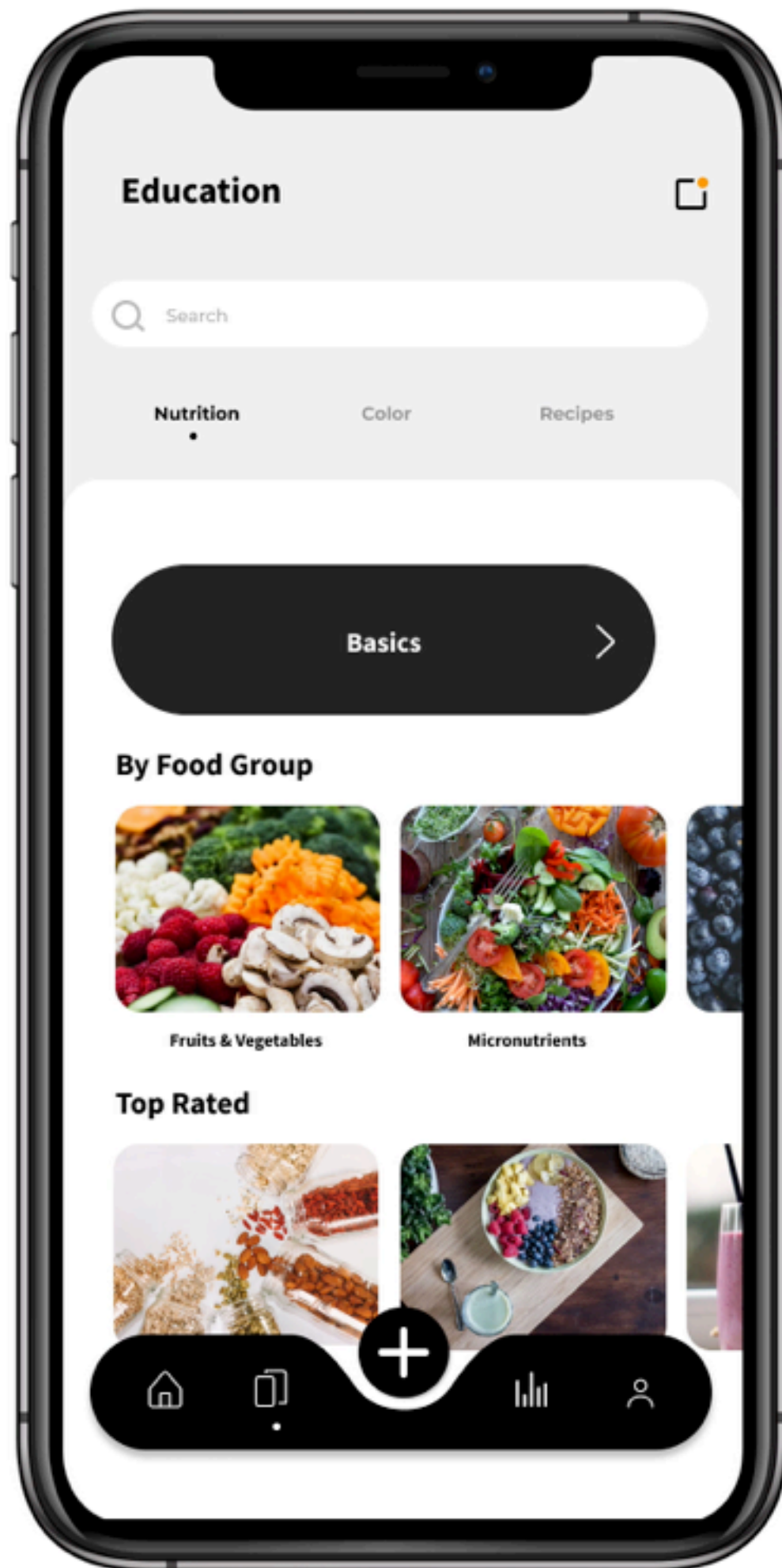
Family Mode

Family Mode allows for multiple users in your household to use this.



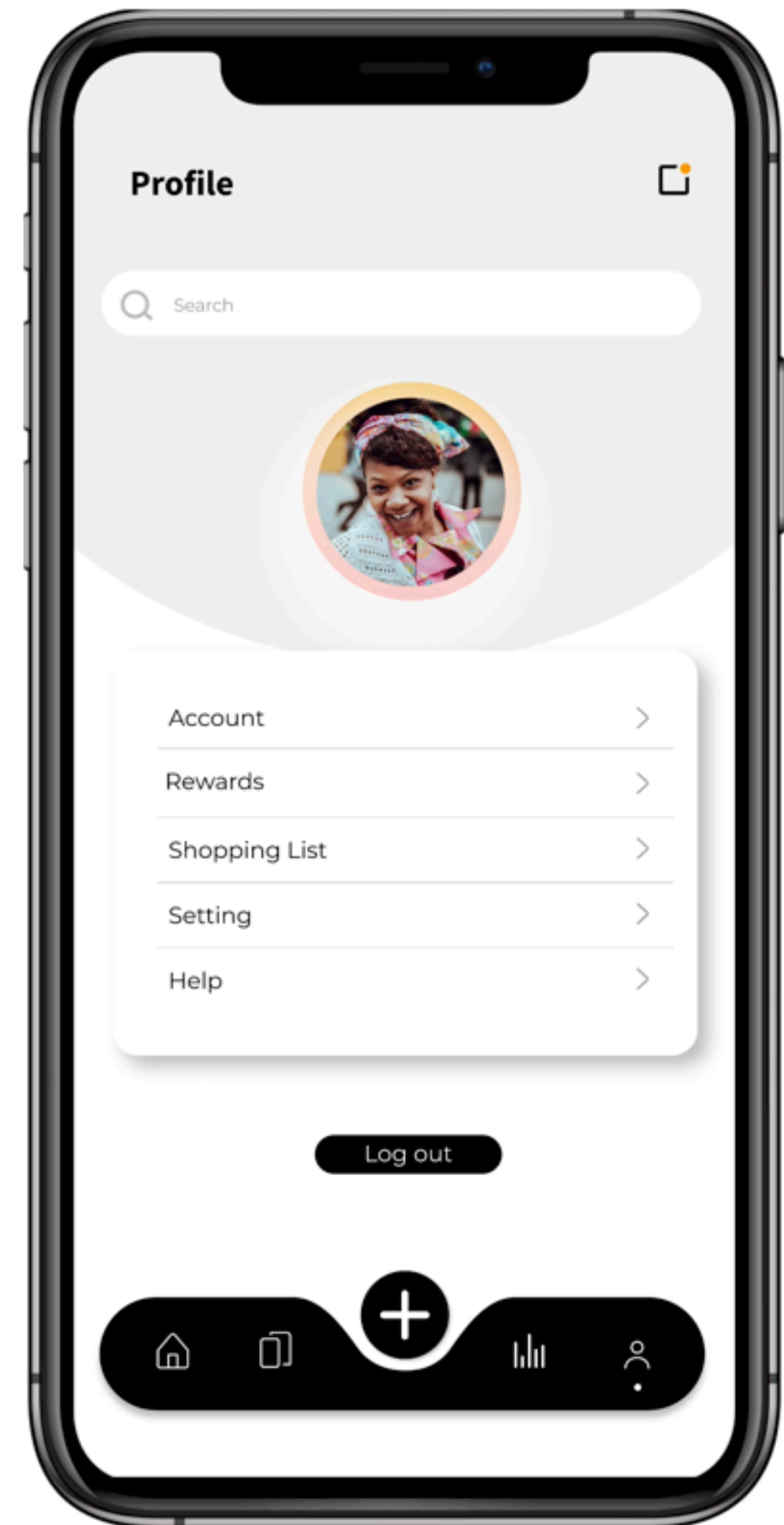
Rewards

Part of creating a habit is rewards. Kind Habits gamifies the habit formation by earning badges, medals & trophies to celebrate your success. Internal & External rewards will be offered.



Community

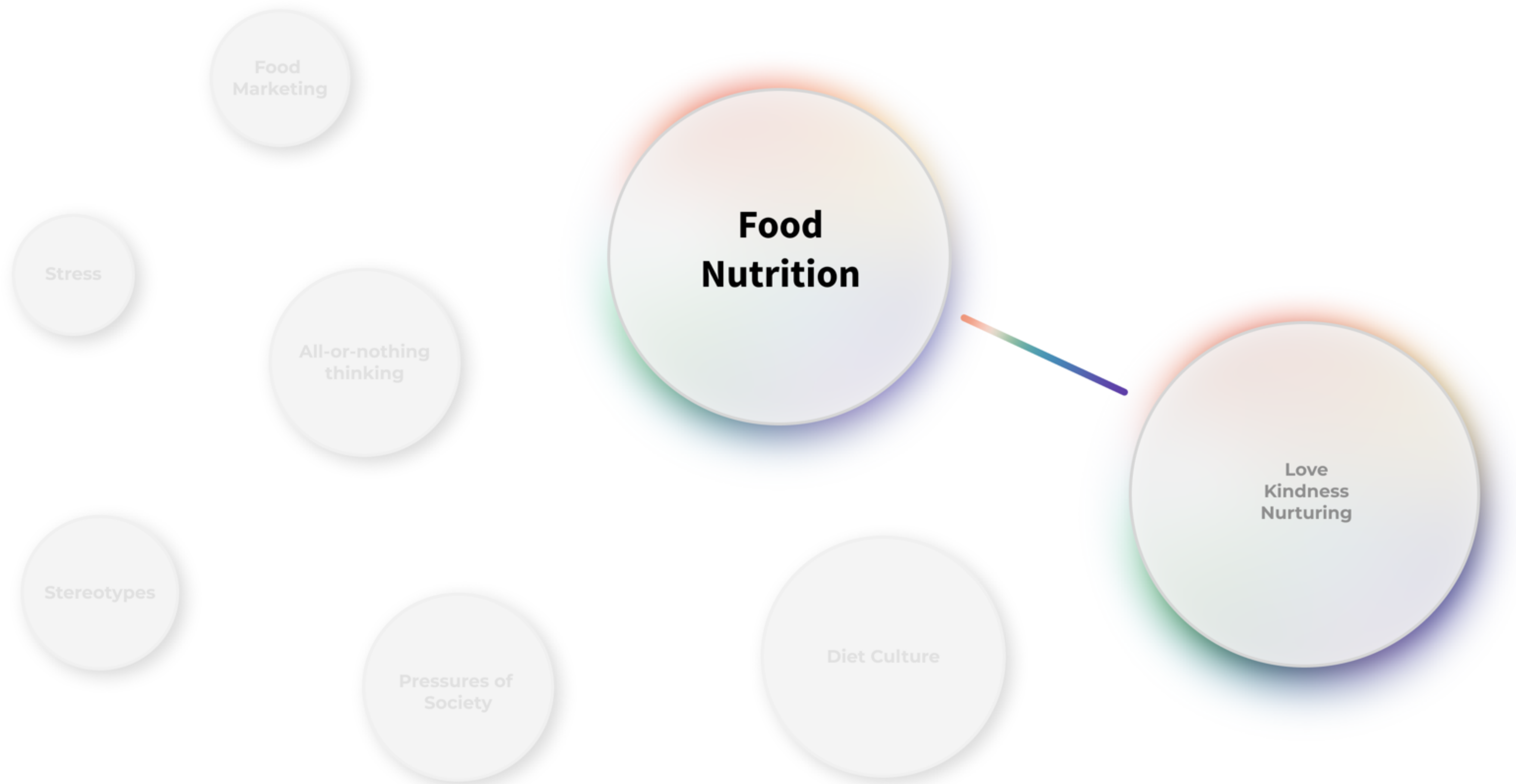
Internal vs External communities.



Shopping List

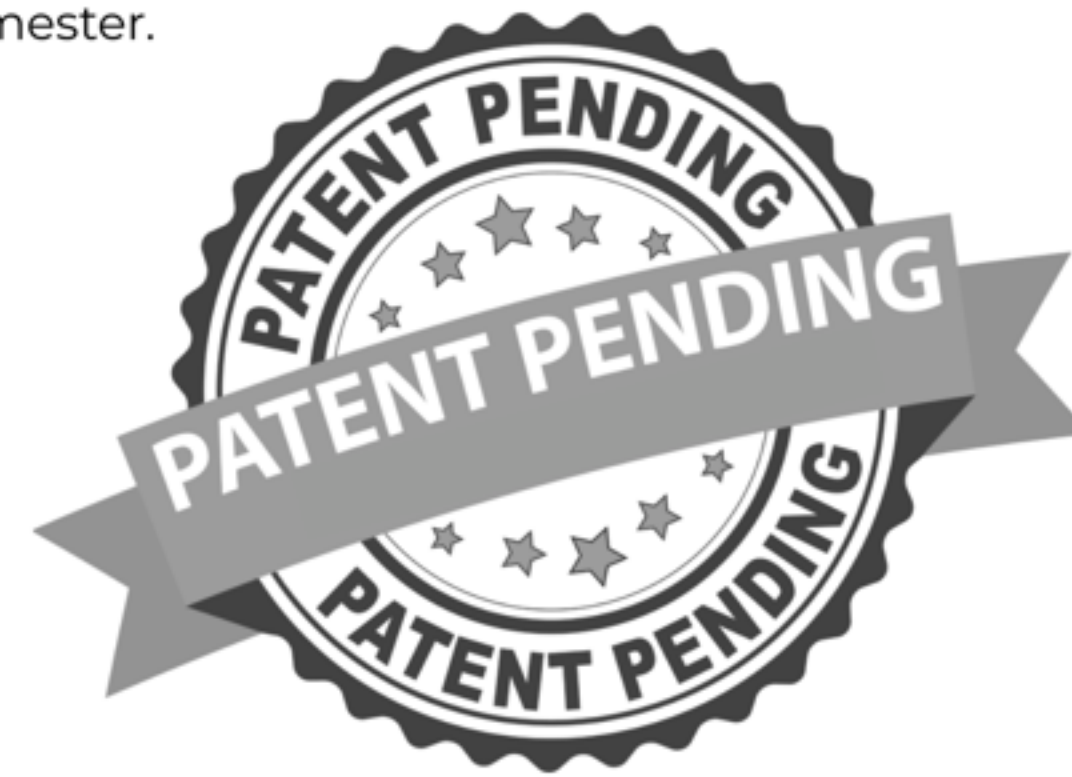
Convert analysis and awareness into actions.





Looking past capstone.

This project will be continued after this semester.
Patent Pending Status



kind habits.

Thank you!

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Appendix



Persona

Meet Sarah

About

Sarah is a 33 year old women living in New York City. She works as a Creative Director in the city and her life is very fast paced. She barely has time for lunch during the day at the office, so she usually makes her and her partner's lunch the night. They both come back home just in time for dinner, so they usually have dinner together and enjoy the quality time of a good meal.

What she thinks on food

She has always struggled on how to keep her track of her health so she has tried multiple apps. All of them usually frustrate her since they require a lot of effort and detail and usually just forgets to look at the app when cooking at home. Becausee of this, Sarah just tries to be mindful of what to eat and keep her nutrition healthy. But the majority of the time she second guesses herself on what is healthy and what is not. She is just looking for some guidance.

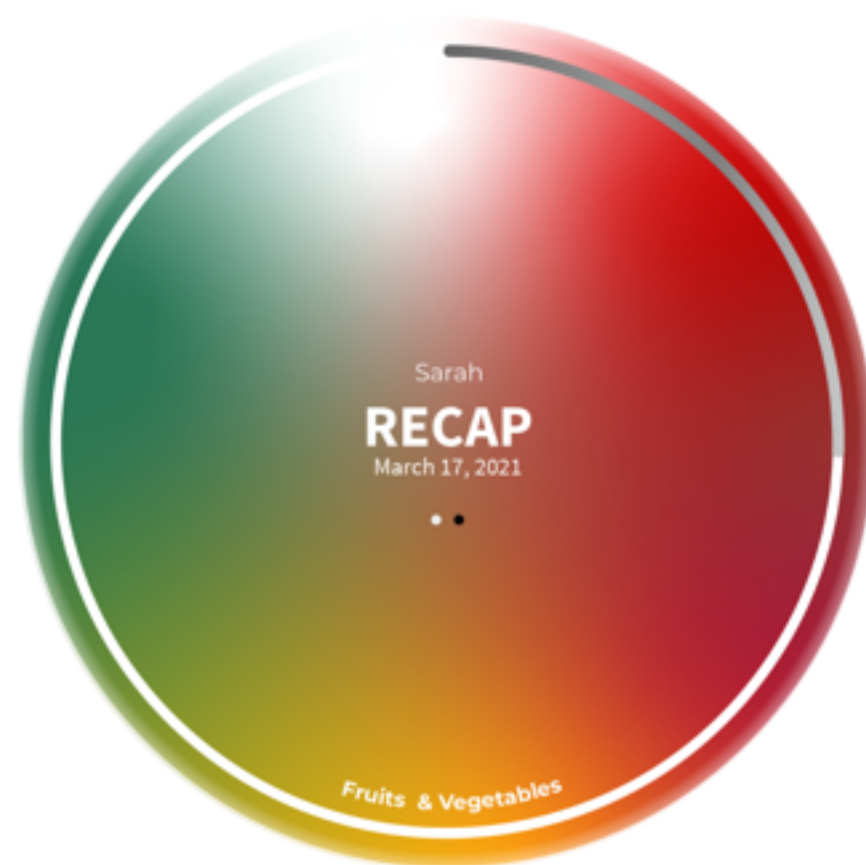
Values



Needs

70% Blue & Purple

30% White



Intake

45% Red

10% Yellow & Orange

35% Green

10% White & Brown