

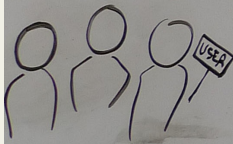


BODEGA

KAI DING JAMES THOMPSON MIKE TURRI

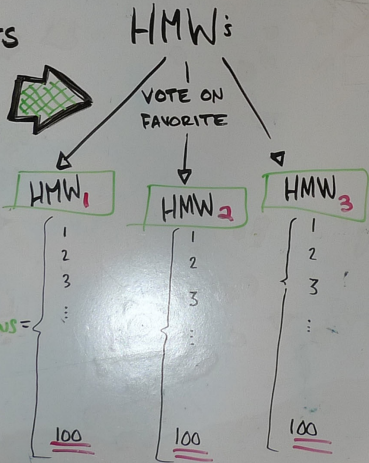
PROCESS CHART

ROUND 1
INTERVIEWS



INSIGHTS
THEMES

- HEALTH ISSUES
- BEHAVIOR
- MOTIVATION
- AWARENESS



VOTE ON 3 IDEAS FROM EACH CATEGORY

9 FINALIST PROTOTYPES

ROUND 2
INTERVIEWS

USER TEST \$

BEINCORP
SOME ABANDONED BUT EASILY APPLIED THEMES, HMW...

: Understanding



: First Insights

NUTRITIONAL INFORMATION BARRIER

- People know what is bad for them, but not necessarily why
- People are disconnected from their food

INTERNALIZING WITHOUT ACTION

- Health behavior change often requires life-changing event or illness
- Perceived short-term gains outweigh long-term benefits
- Eating is a multi-tasking activity

: Frameworking

A cluster of approximately 15 small, multi-colored sticky notes (blue, pink, light blue) with handwritten text, arranged in a grid-like pattern on the left side of the page. The notes contain various phrases and ideas related to the frameworking process.

HMW: **
MAKE HEALTH
FEEDBACK
IMMEDIATE
W/STROD OF LT

HMW: **
ALWAYS A
PR.
CAJSCOUS

HMW help **
people exercise
while doing
other things/
GAP TIMES

HMW: **
ACCEPT AND
LEVERAGE THE
GROSS WORK OF
HEALTH DECISIONS

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: Ideation

H2 IMMED FEEDBACK ALWAYS ON CONSCIENCE

1 IPHONE REMINDER
 2 TIPS ON EXERCISE / WORKOUTS
 3 BEST FOOD FINDER
 4 FOOD COMPARE TOOL
 5 TAP THE COLLECTIVE / ENGAGE
 6 SNAP PICS OF MENU
 7 TRACK PLS OF HOTDAYS, ETC
 8 BAR CODE (GIVE TOUR OF FRIDGE)
 9 SHOW ANIMAL FARM / CHEF
 10 SHOW HOW TO COOK HEALTHY
 11 VIDEOS, RECIPE,
 12 PORTIONS ACQUISITION
 13 POINT @ PACKAGED FOOD IN WATER
 14 COMMON REF OR ACTIVE
 15 DIGITAL SCALE
 16 USB HOBBYLINE TO PHONE
 17 PROBE THE FOOD
 18 - LOCK WHEN CAT BOWS
 19 INSTANT DL FEEDBACK
 20 COLLECTIVE DOCTOR
 21 PAY PER DELIVERY
 22 PICTURE OF THIS MONTH
 23 ASK DIRT DIRT, INTERACTIONS
 24 SLEEP AID, COLD REMEDIES
 25 PROEG: NOT AID HOW MANY RICH
 26 YOGARTIS, VIDEOS, ACCEL.
 27 CHART PREG
 28 MED REMINDER
 29 EXERCISE REMINDER
 30 "HOODALL" DONT TELL LIES THAT
 31 INTERFACE TO THE COLLECTIVE
 32 THE OWNER DIRT X
 33 PLAN EXERCISE
 34 SYNC GYM/IC CONCERNED EXERCISE
 35 FIND THE PEOPLE NEARBY WHO EXERCISE
 36 EDUCATED YOU
 37 NEW COMBINATIONS OF FOOD
 38 STORE CARD LINK-UP
 39 KNOW WHEN YOUR HEAD DICK NEEDS
 40 STAY AWAY FROM MEMBERS
 41 AND GIVE AID - "JUST FIND THE ONE"
 42 CHART HEALTH LIKE STOCK MKT
 43 STOCK GOES UP A GIMMIE FEELS OK
 44 "IM GONNA SELL YOU"
 45 BY A PORTFOLIO
 46 "WHAT GUY'S RIPPED"
 47 "I WANT TO BE MORE LIKE HIM"
 48 IPHONE ART REALITY APP
 49 UNHEALTHY / HEALTHY
 50

51 DEATH CLOCK
 52 SWISH YOUR TONGUE SELF
 53 PED WALK, SMOKE, ALC, ETC
 54 RESISTIVE SCALE FOR FOOD
 55 GMD, AVG, BAD ↑ + ↓
 56 DECREASE YOUR AVG DAY
 57 CRUTZES
 58 CHOOSE / RANK THE FOODS
 59 BETTER TO GET, GETS HINDER
 60 UNDER 1 MIN A DAY
 61 SELF-FULFILLING PROPHECY
 62 "THEY WILL TELL YOU TO EAT TODAY?"
 63

64 GPS STILL STANDING & ACTIVE
 65 SHOPPING LIST, LOW FRESH, REC
 66 AUGMENT YOUR SHOPPING LIST
 67 ABLE TO SEE WHATS IN YOUR FRIDGE
 68 SEARCH FOR OTHER / CAL APP
 69 "WEAR IT UP TIGHT!"
 70 LIST OF EXERCISE THATS FUN/SEXY
 71 GENERAL ONLY - SPECIFIC
 72 GET DIRT RIGHT. DO IT UP!
 73 GET THIS "HOUR" RIGHT. VEH
 74 "GROSS OVER TIME EXTEND"
 75 SANDWICH APP
 76 BUILDS THE SANDWICH, DATE, SUGGEST
 77 LIMITS THE INGREDIENTS
 78 SNACK SUGGESTER
 79 EAT MORE APP / PREVENT GORGING
 80 PRESS "GO" WHEN WAKE UP
 81 OUTSMART BODYS HUNGER TRIGGER
 82 WATER REMINDER / SUPER SLIMMER
 83 CLOCK WITH WATER INDICATOR
 84 SLEEP REMINDER
 85 AFTER 5 PM, NO MORE COFFINE
 86 WHERE DO YOU GET CIGS
 87 (MINI LEAD) MEDITATION
 88 BOWER COUNTER
 89 ZPM HOW DO YOU FEEL → REC
 90 GET UP AND WORK
 91 PERSONALITY, ACCENTS
 92 DAILY DOP OR WALK
 93 GO FOR WALK DURING & PHONE CHG
 94 TEM PER DETECTOR
 95 VITALS / HEART RATE, TEMP, BI
 96 VOICE PATTERNS STRAIN
 97 CALL YOUR GRANDMOTHER / EVERY DAY
 98 RECOMMENDS PACKETS FOR ALBY / STAYS
 99 PICK-UP - GAMES / LEAGUE SPORTS
 100 CONNECT TO WEATHER / TAKE BIKE

DO NOT MESS
 11-14-09

CONSIDERATION

10) CONNECT TO STOCK MARKET. STREETS
 WEATHER, LATE, EAT, DRIVE SAFE,
 SLEEP WEL ENOUGH, REM

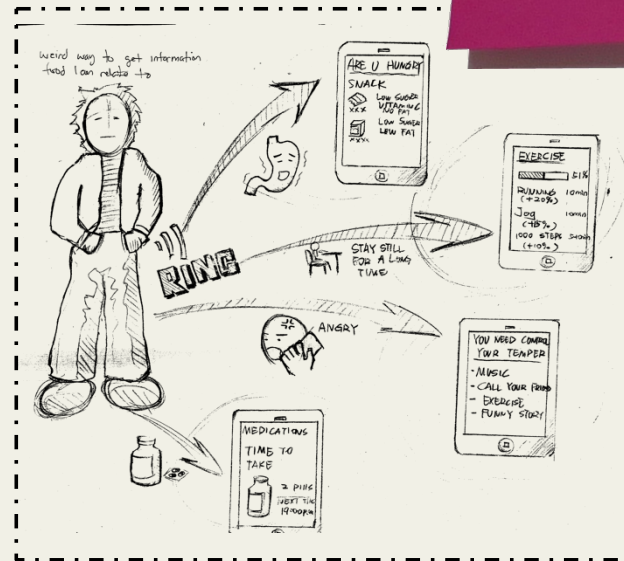
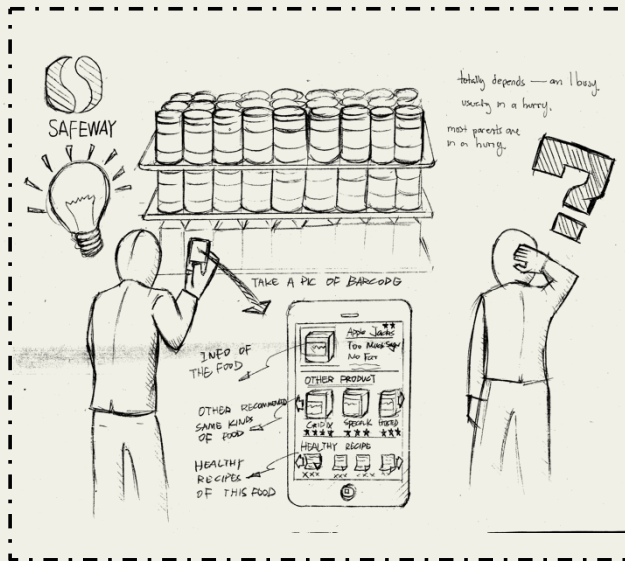
NAKED DAVE + CURS ISAAC = JAMES

H2 LEVERAGE LAZY

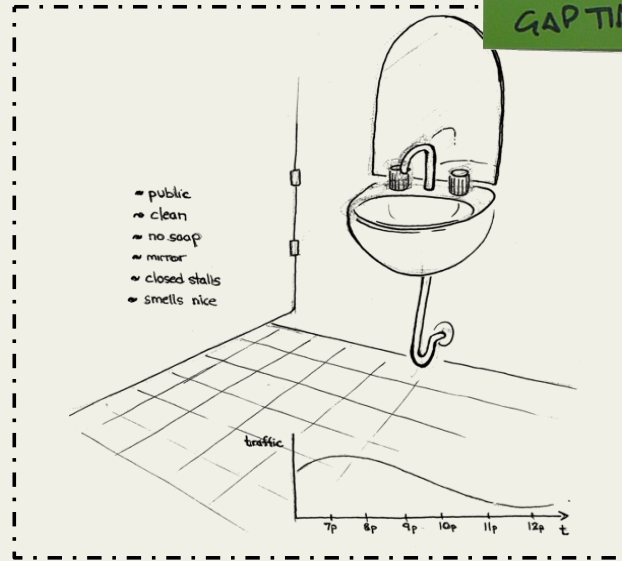
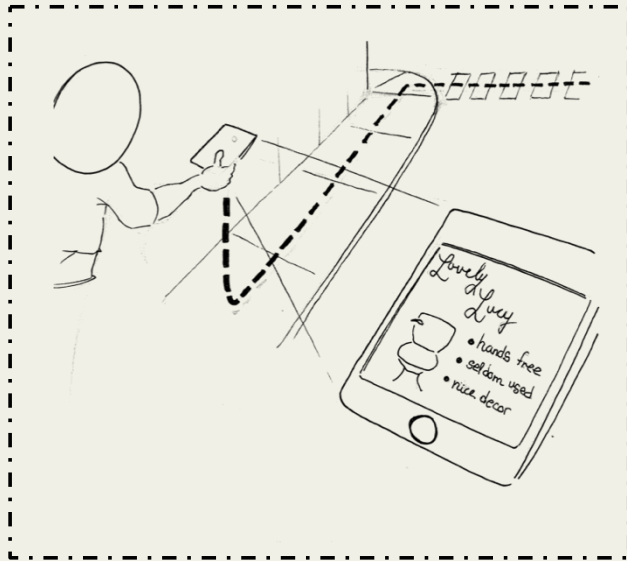
1 PARK & WALK
 2 GOLDEN THROAT CLUB
 3 WALK TO METRICAL RESTAURANT
 4 IPHONE PERIMETER
 5 PED CUBS
 6 MAKE A BAKE
 7 SEX
 8 WALK TO STORE
 9 TRY COFFEE AT BLOG
 10 FREE COFFEE CLUB
 11 FREE FOOD CLUB
 12 TAKE P.T.
 13 LISTED TO FOOD COST? WALK DURING IT.
 14 PRIMATE EXPER CASE GROUPS (REAL/VIRTUAL)
 15 ADD SOME WEIGHTS
 16 PICK-UP GAMES
 17 LEAGUE GAMES
 18 STB - OADR - PUSH UP
 19 DIRT SEA (WIT)
 20 RUN FOR THE LINE
 21 "YOU'RE IT!!"
 22 GPS TRACK
 23 HIDE AND SEEK
 24 COPS & ROBBERS
 25 ASSIEN DRINKS
 26 SCAVENGER HUNT
 27 SUGGEST ROUTES
 28 SURPRISE LOCATION
 29 YOU CLOTH SEE THIS!!
 30 NEW ROUTES HOME
 31 WALKING TOURS
 32 GEO CACHING SELF-PROPELLED
 33 VAMPIRES (ASSASSIN) / VAMPIRES
 34 TUMBLR LIST
 35 PARTY LIST / COFFEE EVENTS SCAN HUNT
 36 REAL-TIME INTERVIEW
 37 COLLECT STAMPS
 38 MICRO PROTECTOR
 39 MLC MATHS REALLY FINDS WAY UP PIC
 40 VAL & BRUCE TEST
 41 THEM PHOTOGRAPHY
 42 GAME / CUTEST
 43 IMPROV, MIXED / GATHER
 44 WALK AND TALK
 45 NO WALK / NOT
 46 SWEET FLAVOR
 47 A COFFEE / PRESSURE
 48 EXERCISE TO UNLOCK
 49 HOT CHICKS
 50 NEW SAYS ON CUPPER PANTS

: Early Prototypes

HHU: **
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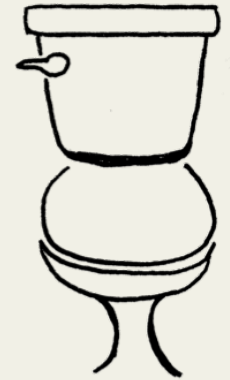


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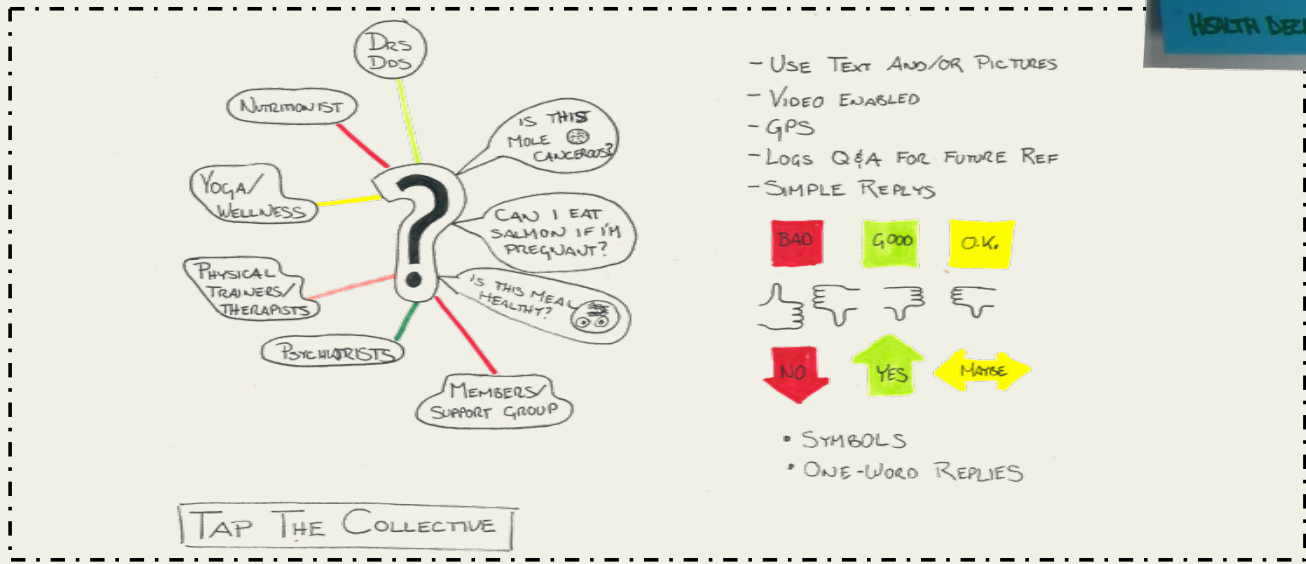
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golden throne



: Early Prototypes

HMW: ~~ACCEPT AND LEVERAGE THE GUESS WORK OF HEALTH DECISIONS~~



: Empathy and Feedback

Doug, 50s
Retired EMT

Gained 25 lbs in the last 6 months

"There is not a lot of fresh food in Missouri."

"We used to eat a lot of processed foods. I mean a LOT."

Guy Fenetti taught him to avoid processed foods.



: Empathy and Feedback



Janine, 47
Type 2 Diabetic

First things she notices about food are **brand** and **price**

Portion control has been the most successful measure

Regularly visits Diabetics Association website for recipes

Watches the Food Network for recipe ideas

: Empathy and Feedback

Charlotte, 43

Self-employed with 12 year-old son

Attends weight watchers with other generally healthy girlfriends

Snaps pictures of wine and sends to her friends on iPhone

“What you eat is more important that what you don’t.”

Feels her nutritional knowledge gives her social clout

Buys organic fruit for her son, but not for herself.



: Driving Insights

- People need room to choose their mentors
- People desire friendly, engaging, and playful mentors
- Desirable mentors motivate behavior change effectively
- People yearn to be a desirable mentor to others
- Being another's mentor offers social clout

P.O.V.

Stephanie is a 39-year old real estate agent who lives in Redwood City with her husband and 12-year-old son. She is an aspiring photographer and has nearly every episode of Jamie Oliver's "The Naked Chef" saved to TIVO. Although she rarely has time to exercise, she tries to eat well despite the extra effort. She admits, however, to occasionally indulging in Wendy's French fries dipped in a chocolate Frosty.

The majority of her nutritional knowledge comes from the Food Network and close circle of girlfriends. She would love to grocery shop with her friends more often, but can never seem to co-ordinate a convenient time between them.

Stephanie wishes there was a way to somehow share food knowledge and recipes with her friends wherever and whenever they wanted. Stephanie says that sharing knowledge about healthy foods is very hip and ups your cultural cachet points. Beyond her desire to eat healthfully, it is this playful exchange among friends that keeps her engaged and always looking out for the next health scoop.

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Monetization



Application download from iTunes store



Embedded brand-specific ingredient advertisements



Formal relationship with Food Network and other corporations



Sponsorship and support through various health-awareness organizations



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