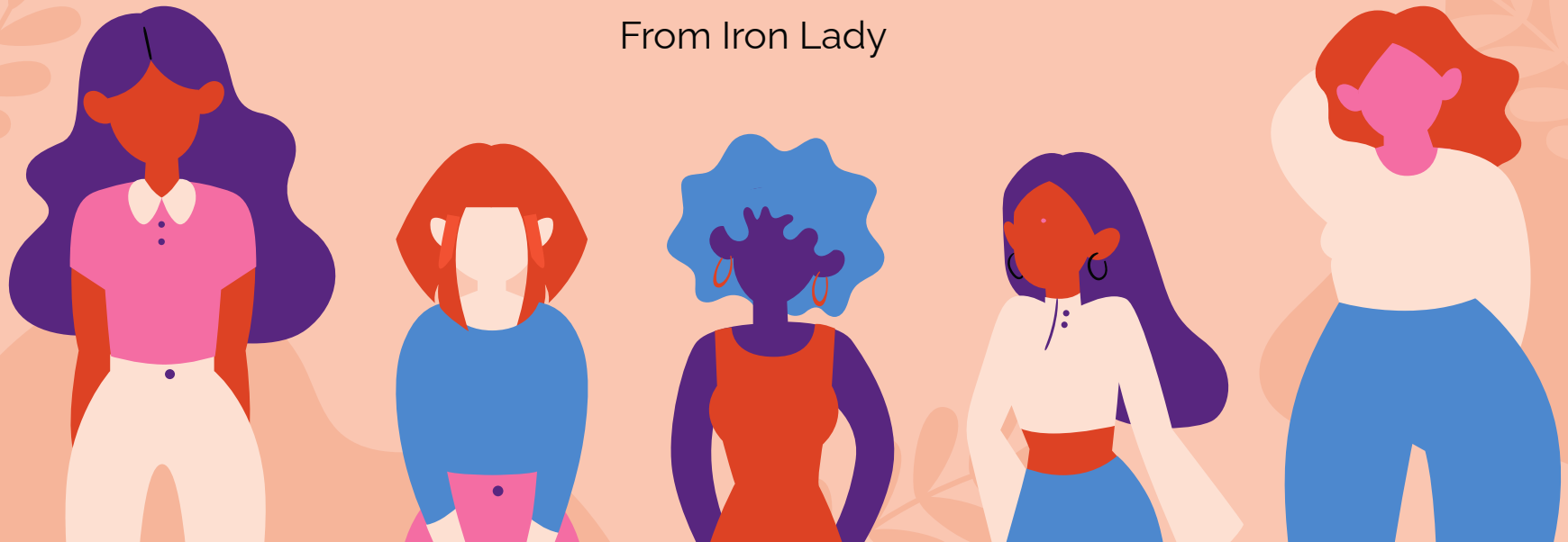
SheWell

Women's Wellness App

From Iron Lady



About our Project

Our project focuses on the impact of nutrition intake on women's health, particularly breast health, developed an app that can track and provide personalized nutrition intake recommendations for women.

Meet with Our Team !

Erica D.

PM
UX Designer

Bella G.

Backend Developer

Jasmine Z.

Backend Developer

Sylvia L.

Data Engineer
Backend Developer

Maggie L.

Data Engineer
Frontend Developer

Problem Context

Age	Global Breast Cancer New Cases Per Year
12 - 18	299
19 - 34	632,478
35 - 59	2,369,012
60 or more	990,398

3,001,490

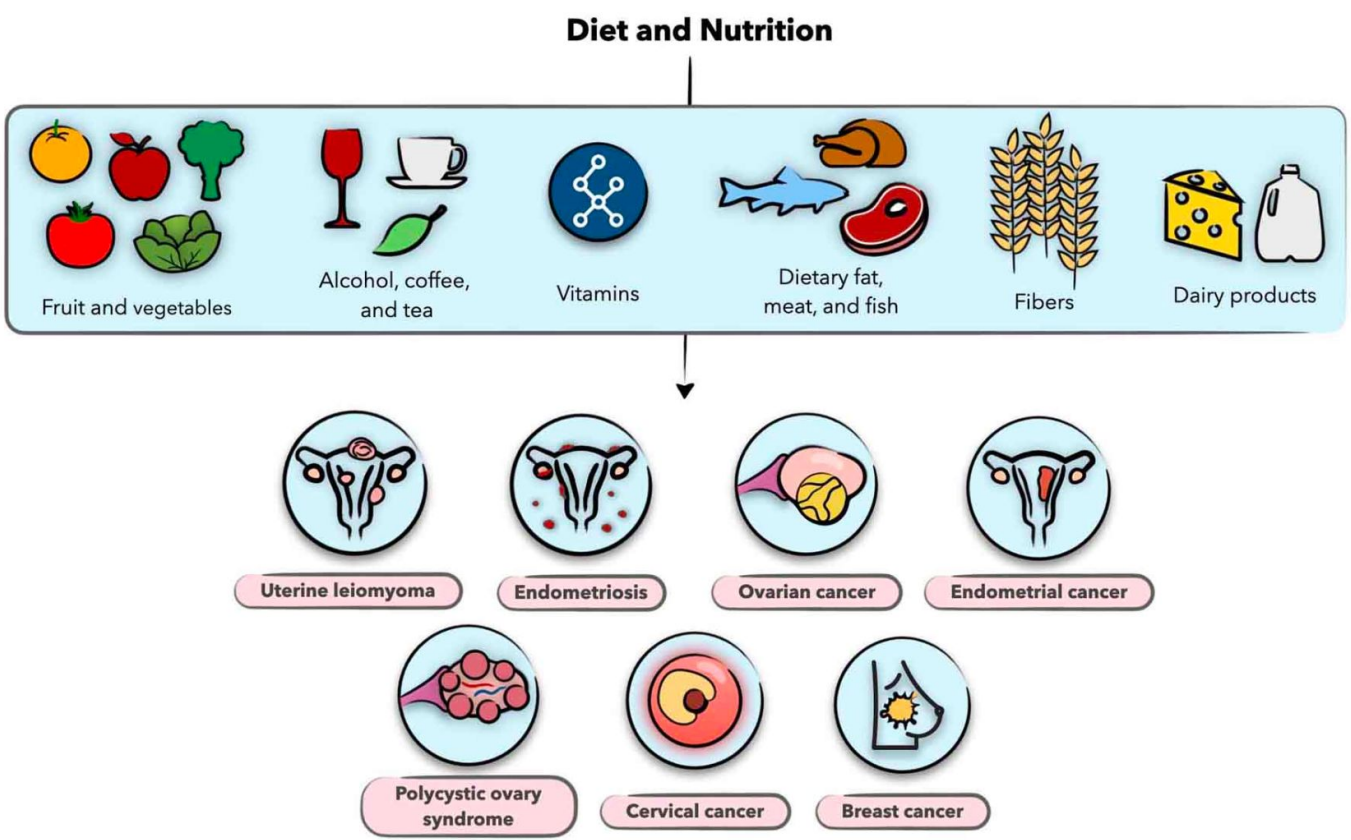
Number of **Global Breast Cancer New Cases Per Year**

40,125,000

Number of **women without access to healthcare**

According to **Gruber et al. (2022)**, the nutritional knowledge of the general population should be significantly improved in order to lay a basis for better dietary behavior.

Problem Context



Problem Statement

How might women aged between 19 to 59 facing breast issues achieve a measurable decrease in symptom severity and frequency so that they can improve their life quality.

Persona 1

Sophia

Age: 20

Occupation: College Student

Location: Campus Housing, Urban Area

Interests: Environmental activism, yoga, social justice

Goals: To adopt a plant-based diet that supports both her ethical values and busy student life, find affordable and nutritious eating options.

Challenges: Limited budget for groceries, limited cooking facilities, needs help planning meals to ensure nutritional completeness.

Persona 2

Sarah

Name: Sarah Chen

Age: 32

Occupation: Software Engineer

Location: Urban Area

Interests: Career development, technology, short workouts

Goals: To maintain a balanced diet amidst a hectic schedule, ensure intake of all necessary nutrients, quick and healthy meal prep solutions.

Challenges: Limited time for meal preparation, tendency to skip meals or rely on takeout, minimal time to research nutrition.

Concept Validation

Inclusivity

Accessible to all, regardless of socioeconomic status.

Accuracy

Offers scientifically-backed nutrition advice.

Integrity

Ensures user data privacy and security.

Effectiveness

Personalized nutrition plans that genuinely improve health.

Simplicity

User-friendly interface for ease of use.

Affordability

Services provided without financial strain.

Solution - SheWell

A nutrition app that is accessible to female users of all socioeconomic backgrounds.
It will offer **personalized nutrition plans** and **generate accurate nutrition intake analysis**.

Demo Video: https://youtu.be/VpxY7IheDc4

User Testing

What went well:

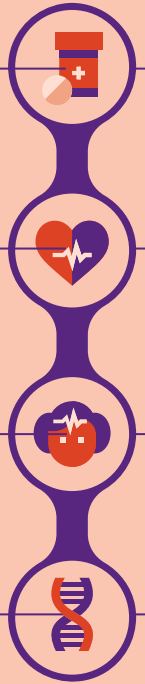
- Navigation is clear and easy to understand
- Interface looks good
- Filter is really useful

Improvement:

- Provide a tutorial/onboarding for first time user
- Provide a food knowledge page
- Provide some explanations for some term users may not be familiar
- Need more evidence or proof on the suggestion provided

Ethical considerations

Concerns	Decisions
Data Privacy	Adopt a **transparent approach** to data collection and use, ensuring users can opt out or delete their account entirely.
Data Security	Implement **end-to-end encryption** for all user data to ensure that personal information is secure **during transmission and storage.**
Bias and Inequality	Conduct user tests for **diverse background and different age group** to identify and mitigate biases in app design, functionality, and content.
Misinformation	Establish a process for the **regular review** and **update** of the app's content to reflect the **latest** scientific research and dietary guidelines.



Next Steps

We want to mainly focus on these areas:

- Work on the nutrition analysis, provide advices using AI
- Consider more cases
  - Weight & height
  - Lose weight & keep fit

Potential Challenges include:

- Credible data sources
- Manipulating different cases properly

Thank you!

SheWell from Iron lady