

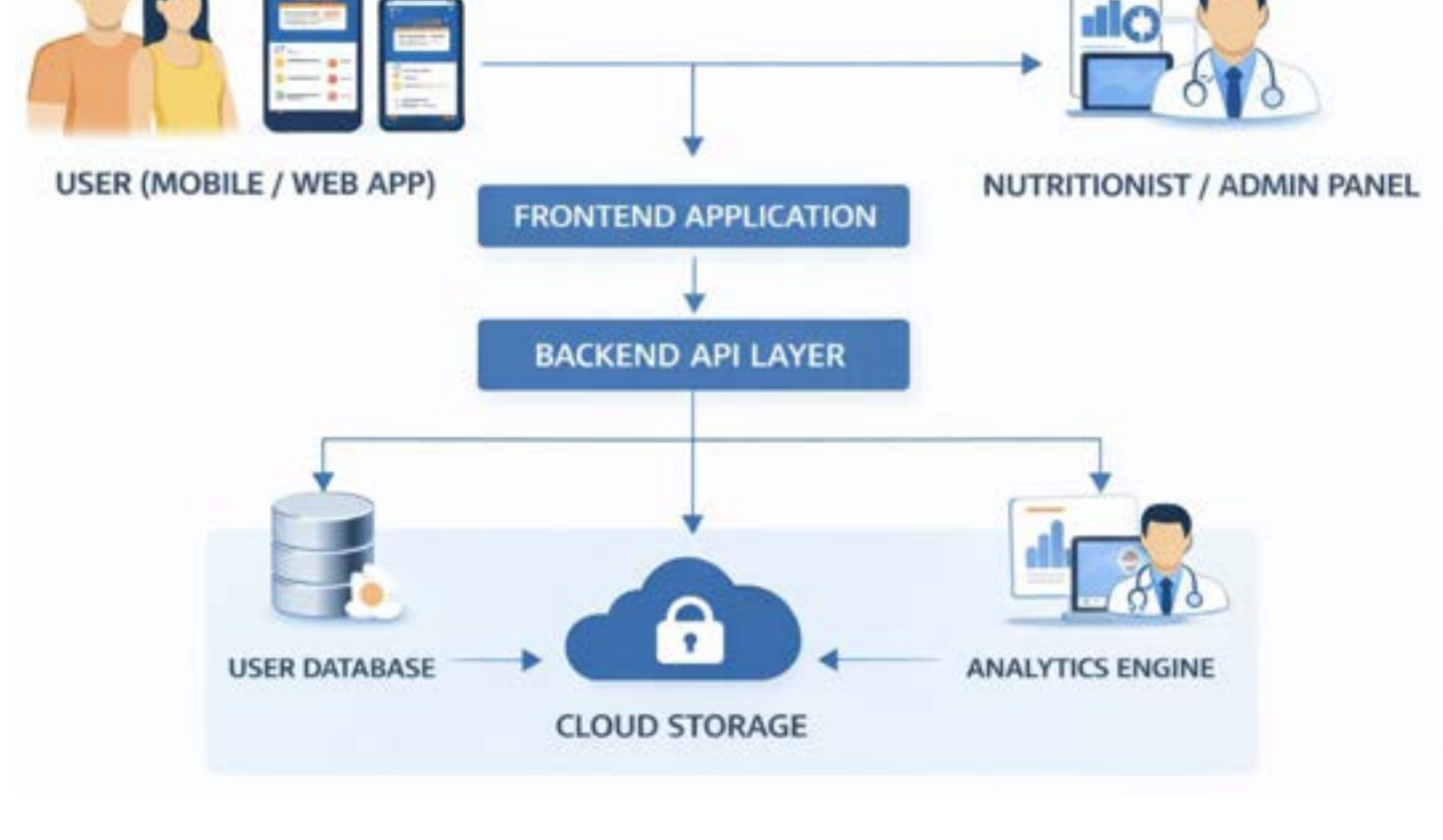


Eat Well Tracker – Daily Health & Wellness Platform

Eat Well Tracker is a digital wellness platform designed to help users track their daily food intake and maintain a balanced lifestyle without complex calorie counting. The solution focuses on simplicity, habit-building, and guided nutrition tracking.

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Case Study



Objective

The goal of the project was to build an intuitive health & wellness tracking platform that:

- Simplifies daily food logging
- Provides goal-based nutrition tracking
- Enables real-time progress monitoring
- Supports nutritionists and wellness coaches

Key Features Delivered

1. Simplified Food Tracking

- Users log meals by category (protein, fruits, etc.) instead of exact items
- No calorie counting or complex data entry
- Focus on balanced diet tracking

2. Goal-Based Wellness System

- Personalized daily nutrition goals
- Visual progress indicators (meters/dashboards)
- Historical tracking of intake and habits

3. Mobile & Web Accessibility

- Available on mobile (Android/iOS)
- Easy-to-use interface for quick logging
- Cross-platform accessibility

4. Nutritionist & Coach Integration

- Nutritionists can monitor user activity
- Real-time insights into eating patterns
- Data-driven coaching and recommendations

5. Data Visualization & Insights

- Daily and historical activity dashboards
- Progress tracking over time
- Simple visual indicators for goal achievement

6. Social & Engagement Features

- Invite friends and track together
- Habit-building through consistency tracking
- Motivational wellness journey

Technology Stack (Indicative)

- **Frontend:** Angular / Web technologies
- **Mobile:** Android & iOS apps
- **Backend:** REST APIs / Cloud services
- **Database:** User activity & nutrition logs
- **Cloud:** Secure data storage & analytics
- **Security:** Encrypted data transmission

Challenges

- Designing a simple UX without overwhelming users
- Avoiding traditional calorie-counting complexity
- Ensuring accurate yet flexible food tracking
- Supporting both individual users and nutritionists

Solution Approach

- Built a category-based tracking system instead of calorie-based
- Designed intuitive dashboards for easy understanding
- Enabled real-time sync between users and coaches
- Focused on minimal input, maximum insight

Outcomes & Impact

- Increased user engagement through simplicity
- Improved consistency in daily tracking
- Enabled better coaching and health insights
- Delivered a scalable wellness ecosystem

Conclusion

The Eat Well Tracker platform successfully delivers a simple yet powerful wellness tracking experience, focusing on habit-building rather than complexity. By combining user-friendly design, cloud scalability, and data-driven insights, it enables users to maintain healthier lifestyles consistently.

About Oodles

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