Detailed Description of our Project

Our product is a health and wellness cellular phone application that combines an electronic food diary with a calorie counter, pedometer, and on-the-go information that can be found and purchased through AT&T for iPhone users. The application provides useful information for our consumers who live busy lives and need reliable information on the importance of health and physical activity that can be accessed anywhere and at anytime. Our product aims to help fight the epidemic of obesity in this country and give our population a longer life expectancy. Our ultimate goals are to reduce and prevent obesity, reduce associated medical costs of obesity to the consumers and the government, assist in alleviating health and diet confusion, and increase informed decision making.

First, our product offers an electronic food diary. We provide this service because self-monitoring food intake is the first step towards healthy eating habits. The benefit of self-monitoring is greatest when done consistently and frequently. This can best be achieved with a food diary. By becoming better aware of eating habits, it should help keep you on track with weight loss and health goals towards a healthier lifestyle (Boutelle, Kirshenbaum, Baker, & Mitchell, 1999). Studies have found that those who keep a food diary typically double their weight loss (Gupta, 2008). A main difficulty cited by potential consumers is the inconvenience of carrying around some sort of journal and the possibility of forgetting it. Our product will alleviate this inconvenience by being in a product that is already nearly nation-wide kept on the person at most times. This is the small, yet technologically powerful cell phone.

Our product will provide nutritional information for foods that can be entered separately or combined as a meal, such as a popular restaurant entrée. Then it will automatically calculate totals eaten so far that day in terms of calories, fat, carbohydrates, cholesterol, sodium, sugar,
protein, water, vitamins, and minerals. This can also be shown in percentages of total daily necessity and how much would still be acceptable to consume in that day. It can be shown numerically and also in graph form depending on preference.

All of the information provided would be user-specific. It would be based on the personal information that the buyer installs. This personal information includes age, sex, height, weight, allergies, and physical activity level. Next, personal goals can be added. Our product would have the ability to assist an individual whether their objective is to gain weight, lose weight, or maintain weight. This can easily be achieved by typing your desired weight goal and a reasonable time to reach that goal. It will calculate how many calories are needed per day for you to maintain your weight and how many are needed per day to reach your goal weight in the specified time. Special diets can also be added for special consideration. You have the option to add additional personal modifications such as being diabetic, atherosclerosis, vegetarian, vegan, lactose-intolerant, pregnant, moderate athlete, or extensive athlete. You have the opportunity to change information and goals at any time to better suit your life situation. The process and diet can be as simple or formal and lenient or challenging as is personally desired without hesitations and considerations of external judgment (Pagan, 2008).

Reminders can also be programmed. Depending on the individual, modifications can be made of what is to be reminded and how often they would like to receive them. One can opt to have a reminder letting them know when they reach a certain level that day whether it be calories or sugar or anything else. Reminders can also be given concerning medications or supplements. For a healthy mind, you can choose to receive our Daily Inspiration which will give a meditative quote or positive thought for the day. Others might choose to receive our Trainer Tips of the day which would suggest minor alterations that can be made in one’s life to facilitate weight loss.
As an added bonus, our program offers healthful substitutions, suggestions, or additions to the foods that individuals are consuming. These substitutions could take the place of unhealthy foods or ingredients or to simply inform you that more of one food group or nutrient is needed for a balanced diet. If an athlete is preparing for an upcoming sporting event, our application will assist them in preparation by suggesting alternatives or substitutions that would provide extended energy, weight loss or gain, and muscle gain. For example, a peanut butter sandwich on white enriched bread might be swapped for peanut butter on whole wheat bread, whole wheat tortilla, or whole wheat pita bread. The program could suggest to her that she could add some slices of banana to the sandwich since she does not have a food allergy to banana, which adds fiber, potassium, part of her daily fruit serving needs, and will give her more energy during or after workouts. We also acknowledge that everyone has cravings and instead of discouraging temptation, we would encourage alternatives that may be similar in taste but healthier options. Considering options helps in wise and informed decision making.

Many Americans find that eating out at restaurants can be a challenge. Restaurants commonly cause an unknown increase in calorie intake. Pomeranz and Brownell (2008) found that most Americans are not able to estimate the calories in restaurant food and commonly underestimate greatly. A specific problem to note is portion size. Since many servings at restaurants are multiple portions, our application will inform the individual how much one portion truly is. The consumer can then make the decision to share or take some home. If the consumer decides they would rather eat at home, our application can still prove useful. It provides a great number of healthy recipes that can be searched by subject or ingredient. So, if you only have a few items in your kitchen and are unsure of what can be made, this product will give meal options that can be made using those ingredients.
Lastly, our program includes a fitness aspect. There is a pedometer that can record your steps into the exercise portion of the application. This will measure distance, calories burned, monitor one’s heart rate, and track progress over time (Passy, 2007). Studies have shown that wearing a pedometer leads to weight loss, lower blood pressure, and is a great motivator to get people to walk more (Gellene, 2007). Individuals can also add the amount of time that they spent in low, moderate, or high exercise that day. This will be included in calculations concerning calories needed to reach goal weight. Our program gives suggestions for how to make exercise fun, like finding a workout partner that can push you as much as you can push them, play with your kids at the park or in your backyard, join community exercise classes, participate in sporting events in or around your community, and set realistic goals that are not hard to reach, just to name a few examples. This health and wellness application combines food, exercise, and goal setting all into one easily accessible, beneficial program to allow the consumer to maintain a healthy lifestyle or get your ideal lifestyle back on track.

*Our Target Population*

Our target population is specifically AT&T. Our goal is to sell all rights of our patented idea to this cell phone company, allowing them to sell it to their cell phone customers as an application. We prefer to add our product to the iPhone because of the success the phone and company has had within the last couple of years and the success that it continues to have as more user-friendly products are being created (Hamblen, 2008). AT&T continues to sell at marketable rates even despite these economic hardships. Their target population, and the population we want to make sure will demand our product, consists of the majority of the American population. Our product is for anybody who could benefit from being aware of their consumption and calories, those who need more exercise, and those who prefer the convenience of having everything they
need in one place. These are the overweight, the health conscious, the technological, the athletic, those with health problems such as diabetes, high cholesterol, or atherosclerosis, and those who purchase for conspicuous consumption. One sector of the population that is unevenly at risk is the African American community (Grier & Kumanyika, 2008). Therefore, this would be one marketing target.

*Where They Are Located / How We Will Distribute Our Product*

According to an anonymous source of the AT&T news room, their headquarters is located in Dallas, Texas (2008). They have many branch locations situated in great numbers in the United States. Their target population is located all across the world. Some such locations are hospitals, gyms, and health food stores. Another location would be dense urban areas since according to Grier and Kumanyika, an unproportioned number of those with less favorable dietary patterns are minorities living in these areas (2008).

We would reach AT&T with our product by contacting them and setting up a presentation of our product. They will at this time have the opportunity to ask questions and posit any concerns. We can make negotiations in ideas and also price. We will bring legal representation to ensure a fair and lawful purchase.

The product can be distributed by signing up for a service by phone, online, or in one of their many branch locations. Once a consumer has the compatible cell phone provider, they should be able to find our Health and Wellness application in the appstore of the cell phone. They can click on the application, pay for it, and install it. It is a one time installation to receive all that our product has to offer. Updates will likely be available every year or however often we later deem necessary.
Costs in Making our Product / Costs in Providing this Service

The cost of making our product will mostly be from the process of patenting our product. It will cost $400 to $600 for a comprehensive patent search by a patent agent and $500 to $1,700 for a search and an opinion letter from a patent attorney. Our program is moderately complex and will thus cost $2,500 to $4,500 to have an application prepared and processed by a patent agent. It will then cost another $3,500 to $25,000 for a patent attorney to prepare a patent application and defend it during the approval process. In total, the patent process could cost up to approximately $7,000 to 31,000 (Anonymous, 2007). Before patenting, we would create an inclusive computer based model for marketing purposes. If professional graphic design were used, the additional costs may be $500 to $2,000. It may also be lucrative to create a website with the matching name before somebody else does. We may be able to sell the website along with the application to our buyer.

There will not be a cost in providing the service because our product will be sold to AT&T. They will then be given all legal rights to do with the product what they please. They will have the opportunity to assign a cost to have the program added as an application to a cellular phone. We can foresee that there will be fees associated with technological application of the product to fruition. There would also likely be a hired manager to oversee the new department. Frequent searches for updates will also add to their budget.

Cost to Our Customer/Client

The cost of our product will be charged to the client or cell phone provider, which is currently being aimed at AT&T. Our product will be sold at a bargained asking price of one million dollars. The cell phone company will then be able to turn around and cell the application to their clients. Our suggested retail price is fifteen dollars. This is a good price based on current
fitness applications that contain far less that cost ten dollars (Kharif, 2008). It is also based on a focus group that agreed they would pay fifteen dollars for our product.

Who Pays the Cost

The consumer will pay for the cost of our product. The cell phone provider, most likely AT&T, will be paying the major cost for our product which will benefit us directly. Then, the consumer will be paying a minimal cost to the phone company reimbursing them the money that they paid us, with any extra being profit for them. The final decided cost of adding our product as an application on a cell phone will be determined by AT&T or whichever cell phone provider ultimately purchases our product.

Other Pertinent Considerations

Our product will not only provide a benefit in the form of profit for a cell phone company. It will also help the community by providing a means to improve health for our population. It will be fighting the obesity epidemic. Obesity is now fairly common, but still only one result of a poor diet. Diseases related to poor diet include diabetes, cancer, and heart disease (Grier & Kumanyika, 2008). A healthier diet with the help of our product will cut emotional costs for you or a loved one developing one of these diseases, it will also cut the monetary costs associated with living with these conditions. Our product is not overbearing and allows for personalized use. It is more likely to be used because it does not form opinions, so it is not intimidating, and you can make changes at your own pace (Pagan, 2008). Discouragement in a diet is less likely when dieting details can be kept private.

Our product can be used to coincide with new menu-labeling laws. The laws are targeted at improving public health through nutrition and awareness. There is quite a bit of confusion when it comes to healthy eating and this is aggravated when eating at restaurants. Having calories
available on menus will be helpful, but the addition of using our product will increase the potential for effective weight loss. This will be increasingly beneficial since Americans currently spend nearly half of their food budget at restaurants (Pomeranz & Brownell, 2008). Since people generally underestimate their meal’s calories by at least 25% and even the professional dieticians underestimate calories in dishes by 10%, the necessity for our product becomes apparent (Torgovnick, 2008).

Another consideration is the current level of competition in the cell phone industry. There are new ideas and copycats being created in an attempt to make money from this booming industry. On the other hand, since it is booming, there are high demands also. Mobile phone associates are constantly searching for new ideas to add to give their cell phone edge and exclusivity (Hamblen, 2008).

Past and Present Trends of this Product

This product is addressing the overall trend of increasing obesity in this country. There are many current trends regarding healthful living and technology. First, technology in general is increasing with internet being a main source. Internet is increasing the availability of knowledge and information concerning health (Booth, Nowson, & Matters, 2008). There are methods for food logging and calorie counting through websites. One recommended tool is livestrong.com, which gives caloric values of food (Gupta, 2008). Research is also indicating that adolescents are a group increasing preference for internet over other information sources (Nooijer, Ton, Veling, Vries, & Vries, 2008).

Another technological trend is the mobile phone. The number of individuals who own a cell phone has been increasing steadily over the past ten years. Currently, 79% of our adult population personally has a cell phone (Patrick, Griswold, Raab, & Intille, 2008). There are even
applications on some cell phones that offer a means to track their diet (Patrick et al., 2008) Cell phone applications are a booming industry with a lot of competition attempting to make their mark. The App Store for iPhone users offers a fitness application to purchase (Kharif, 2008). Apple’s iPhone has been a trend in itself. In 2007, 5.4 million iPhones were sold (Hamblen, 2008). They are currently connected with the server, AT&T. Therefore, AT&T has become the most popular and successful cell phone provider. They are number 10 of the Fortune 500. Nearly a third of cell phone users have AT&T for their provider. A focus for cell phones is the "cool factor" which would focus on conspicuous consumption. Cell phone providers are adamantly searching for ways to keep their cell phones cool and up to date (Hamblen, 2008).

Technology has not only been helping to keep diet awareness up, it has also had the trend of helping with physical activity. Past trends have shown technology to keep people sedentary. Presently, there are games to support movement such as Dance Dance Revolution, Wii and Wii Fit. These can be used to promote a healthy lifestyle while providing entertainment that keeps the consumer interested (Hillier, 2008). Another trend that has been growing in popularity is the pedometer. These are extremely useful since they have the ability to measure distance walked, calories burned, and monitor heart rate (Passy, 2007). Separately, these items may be helpful but our product would add convenience by programming it all in one easy to use application that contains anything you need to live healthy.

Past and Current Trends of Our Target Population That Led Us to Believe This is Needed

Anybody can find benefit from our product. Even individuals who are at their goal weight can find use in becoming more aware of the nutritional levels of their food choices and their exercise levels. Americans typically underestimate their total calorie intake by at least 25% (Torgovnick, 2008). A trend for our society is our increase in eating meals away from home.
(Pomeranz & Brownell, 2008). This only heightens miscalculations in personal calorie counting.

Considering that there is a wide spread prevalence for obesity in the United States, our product can be utilized by anyone, no matter their age, race, or ethnicity. Yet more specifically, children and African Americans are considered more at risk for obesity and therefore would have the most to gain from being a target population for our product. With the vast amount of technology these days, children are resorting to technological play, rather than physical play. DVDs, video games, computers, internet, and other such technology are influencing children to grow up in sedentary lifestyles. Additionally, children are seeing more and more food commercials which are focusing their attention and subsequent desires on these low nutritious, high fattening foods. Another issue that is taking affect on the children is the low-income and high crime neighborhoods. In communities such as these, outside play is not accessible for children, nor is it desired (Hillier, 2008). Even children who are willing to learn about health and make an effort are shown to prefer technological instruments over journals and other sources (Nooijer et al., 2008).

While there is an obvious prevalence of obesity in the United States, the African American race is at high risk for having diet-related health problems in comparison to other groups (Grier & Kumanyika, 2008). This group is more susceptible to marketing since they have a higher use of media than the general population. The media that is targeted at African Americans is more likely to be less healthy food and fast food restaurants (Grier & Kumanyika, 2008). To counteract the negative influences, we would market out product heavily on this community along with less health conscious communities in general to raise awareness.

The American population is the target of greater interest for the cell phone provider who purchases our idea. Our main target is the cell phone provider. We are primarily targeting AT&T
to add our product as an application to be downloaded on iPhones. The trend of AT&T is continuing success. They are increasing in popularity and seem to be staying afloat despite our nation’s economic crisis. They are currently searching for improvements and ideas to make their phone even more special in the public eye (Hamblen, 2008). Applications for phones are becoming a trend also. Many claim status depending on the number of applications they have on their phone. In the first month of sales for applications for iPhones, they averaged a profit of one millions dollars a day (Kharif, 2008).

Implications with Regard to Individuals and Families of the Near Future / How This Will Help and Strengthen Families

Implications in regards to individuals and families of the near future would be to monitor one’s nutritional intake on a daily basis. Utilizing food diaries is not only beneficial for one’s health, but one’s mind as well. It can make an individual more aware and cause them to realize the amount of calories they are consuming, which is generally a shock for those that do not normally monitor their intake. Our product supports the busy lifestyles in today’s society and can be utilized anywhere and anytime. The electronic food diary is easy to access and will calculate the amount of steps that are taken on a daily basis, which can encourage individuals to take more steps than they would normally do in order to reach the recommended daily amount of 10,000 steps a day (Passy, 2007). This product will help strengthen families because it will allow parents to monitor their children’s health in a society in which that can be a difficult task. The prevalence for both parents to work outside the home may be correlated to childhood obesity because of the lack of parental guidance with food consumption. By using our product, individuals will have the ability to monitor their progress and easily share it with the click of a button. Furthermore, our
product will encourage individuals to make changes and modifications that are deemed necessary which can affect a family as a whole.

Motivating individuals to take charge of their health may very well encourage them to influence their families to do so as well, whether that be by purchasing healthier foods, cooking dinners together, or taking family walks. A possible motivator to eat healthier could be rewards. A family can decide on a reward if its members reach their goals. This would contribute to group work since they all have the same aim. Members would help each other. Our product will not only benefit the health of the individual, but it can very well strengthen the health of that family, which is ultimately priceless.


