

Role:
PM & PD

Platform:
iOS, Android, Web

Meel Digital Wellness Twin



Meel is a next-gen wellness app that combines a **smart agenda**, a **reactive digital twin**, an **AI companion**, and **social features** to make health journeys engaging, adaptive, and sustainable.

What's the Problem?

Wellness apps, tips, and tools are everywhere—yet people still struggle to stay consistent. What's missing?

11M

people die from **diet-related diseases** per year. It accounts for 22% of the total.

1/4

people worldwide, totaling 1.6 billion individuals, suffer from **iron deficiency**.

\$4.3T

is the predicted global **economic impact** of overweight in 2035, up from \$1.9T in 2020.

%51

is the estimated **overweight population** globally in 2035, up from %38 in 2020.

Design Thinking + Agile + Lean

Listening to the Problem Through Interviews

To understand real-world struggles, I interviewed **8 individuals** from diverse backgrounds within our target audience.



There's too much info. I end up doing nothing because I don't know what's right.



I don't have time to track everything. I need something quick and easy.



I stick to it for a week, then life gets in the way and I fall off again.



Survey Results

I surveyed 56 people to validate the patterns and quantify the insights.

%59

Female

22-38

Yrs Old

“Average”

55% described their eating habits as “average” with room for improvement.

Obstacles

1. Lack of time to prepare healthy meals



2. Difficulty staying motivated over time



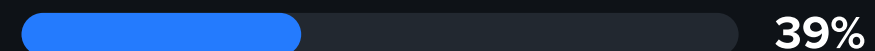
3. Confusion about what's healthy



4. Cravings & emotional eating, habits



5. Social influences



%75

expressed interest in using a planner if it were easy to maintain.

%30

respondents currently use a detailed meal or wellness planner.

Motivation

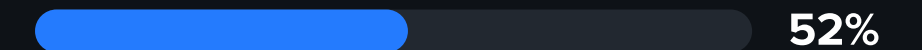
1. Maintain weight



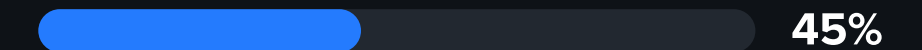
2. Feeling energetic and healthy



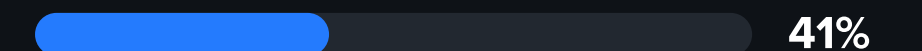
3. Body image & boost confidence



4. Mental clarity & reduce stress



5. Prevent future health issues



Expert Interview

I consulted with a **licensed dietitian** to gain a professional perspective on behavior change, long-term challenges, and gaps in existing nutrition tools.

Starting is easy. Staying consistent, motivated, and balanced is where most people struggle.

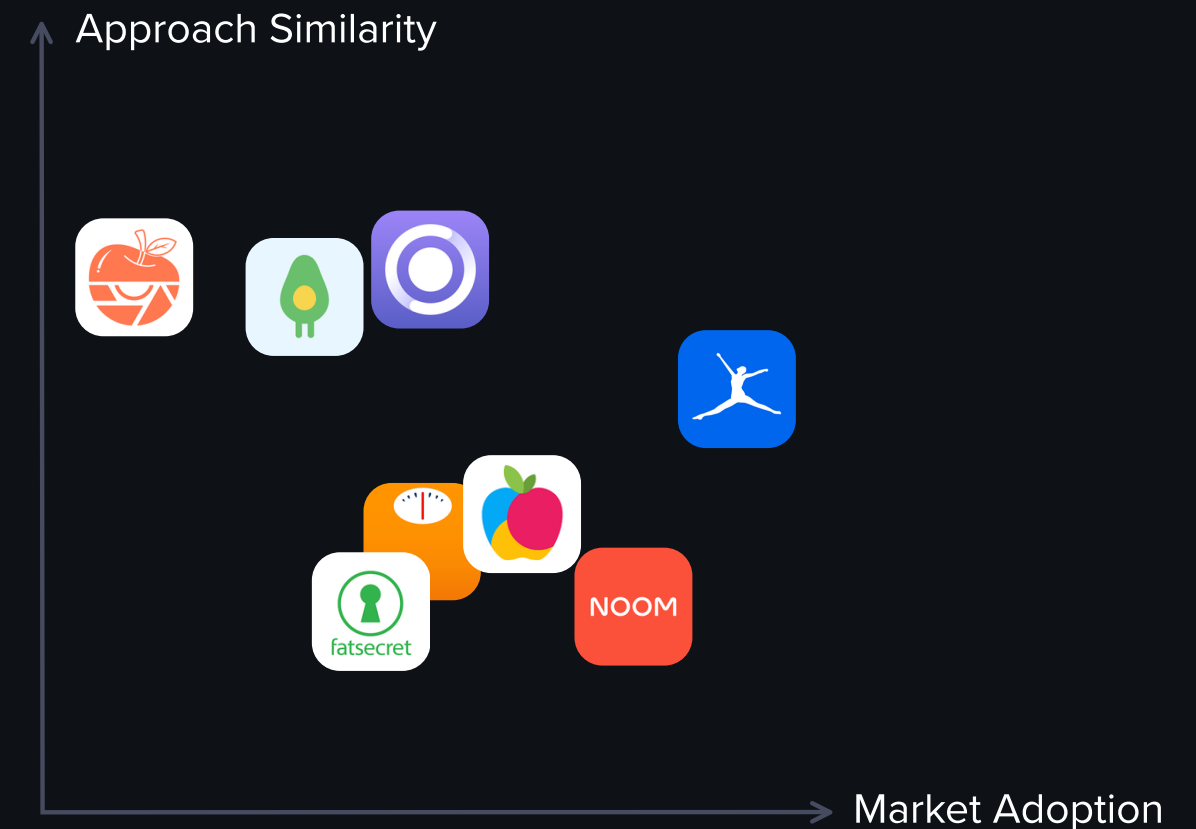


Cutting Through the Noise

Prioritizing Competitors in a Saturated Market







Highly saturated market, with hundreds of apps competing to solve similar problems.



To cut through the noise, I created a perceptual map to prioritize key competitors.

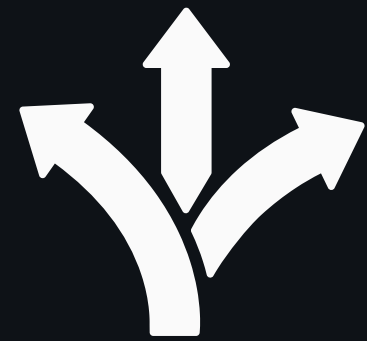
Digging Deeper into the Competition

Used top apps, reviewed feedback, and spoke with users to reveal what works and what doesn't.

	What Works	What Doesn't	User's Feedback
 Myfitnesspal	Massive food database Barcode scanning Fitness integration	Overwhelming UI Lack of personalization Feels like manual data entry	<i>"I used it for years, but got bored. Logging became a chore, not a habit."</i>
 Lifesum	Attractive design Smart scoring Easy onboarding	Generic recommendations Passive feedback Doesn't adapt to progress	<i>"It gives me scores, but I don't really know what to do with them."</i>
 Simple	Innovative fasting-first approach Habit reminders Friendly UI	Lacks depth and context Doesn't show intake Feedback feels disconnected	<i>"I don't see my actual intake—just general advice that feels disconnected."</i>
 Yazio	Clean goal-based interface Meal plans Strong tracking features	Collects data but doesn't use it Low personalization Static experience	<i>"It asks for much personal info, feels custom at first, but ends up just another calorie tracker."</i>

From Discovery to Problem Definition

The Problem Arises From a Lack of Key Elements



Guidance & Clarity

Misconceptions and conflicts
Hard-to-interpret data
Scattered health data



Personalization & Adaptation

Advice feels generic
Experience stays static
No adaptation to progress



Consistency & Motivation

Tracking feels like a chore
No social encouragement
No support for behavior change

Personas

I created three personas, each representing distinct goals, behaviors, and pain points to guide user-centered design decisions.



Ayşe, 34

She struggles with her **weight loss** journey and often feels overwhelmed. She seeks **emotional support** and **guidance**.

"I've tried everything. I just want something that helps me stay consistent."



Mert, 27

He wants deeper **insights** and **smarter tracking** without the hassle. He seeks **data-driven feedback** to improve his appearance.

"If I'm logging my life, I want meaningful feedback, not just numbers."



Sinem, 24

She maintains her thyroid health through a **balanced diet**. She seeks **meal suggestions**, **smart planning**, and **social support**.

"I just want to eat well and feel good—without overthinking every bite."



Name: Ayşe

Age: 34 yrs old

Occupation: Marketing Director

Location: İstanbul

Bio:

She has a demanding desk job with long hours and a sedentary routine. Despite losing some weight with a dietitian's help, she still feels far from her goal and finds the process emotionally challenging.

Pain Points:

- Easily loses motivation after a few weeks
- Feels confused
- Lacks time and energy for meal prep or exercise
- Gets discouraged when progress is slow
- Emotional eating during stress

Goals:

- Lose weight sustainably
- Feel confident in her body
- Stay consistent with nutrition & activity
- Balance health goals with a demanding job
- Build long-term habits over quick diets

“I’ve tried everything. I just want something that helps me stay consistent.”

Character:

- Determined
- Time-pressed
- Goal-oriented
- Habit seeker

Needs:

- A supportive system that motivates her daily
- Clear and easy-to-follow guidance
- Emotional encouragement
- A plan that adapts to her lifestyle
- Gentle reminders

How might we...?

Make **tracking feel natural**—or even **enjoyable**?

Offer an **all-in-one experience** without overwhelming the user?

Reveal the **immediate impact of daily behaviors** and choices?

Turn tracking data into **valuable, actionable insights**?

Sustain **motivation and support users** throughout their health journey?

Adapt to **personal intricacies and evolve** with each user over time?

We might...

Smart tracking & planning through **camera, voice, and assistant**

Gamified tracking with animations, a reward & scoring system.

Shareable moments to celebrate meals, wins, and progress

Daily summaries with tips (e.g., “Try a fiber-rich snack tomorrow”)

Adaptive learning model that evolves with each user over time

Invite-based **challenges** (e.g., 3 days no sugar)

Emotional check-ins to support user well-being

Use **notifications** as gentle nudges

Scoreboards and **group progress**

Top ideas

AI Digital Twin

AI Companion

Community

RICE Scoring

I led a team RICE session to evaluate possible features. Individual scoring helped me compare ideas objectively and prioritize high-value, low-effort solutions.

Feature	Reach (1–10)	Impact (1–3)	Confidence (%)	Effort (1–10)	RICE Score
Smart Tracking	10	3	90%	6	4.5
AI Companion	10	3	80%	7	3.43
Health Scores	9	2.5	85%	5	3.83
Daily Summaries	8	2.5	80%	5	3.2
Dashboard	8	2.5	85%	5	3.4
Meal Suggestions	7	2.5	75%	6	2.19
Trend Detection	7	2.5	70%	6	2.04
Target Customization	7	2.5	70%	6	2.04
Integrations	7	2	70%	7	1.4
Meal Planning	6	2.5	60%	8	1.13
Streak & Badges	6	2	75%	4	2.25
Challenges	5	2	70%	4	1.75
Scoreboards	5	2	60%	4	1.5
Feed & Share	5	1.5	60%	5	0.9
Recipe Discovery	5	2	65%	5	1.3
Shopping List	4	1.5	60%	4	0.9
Dynamic AI Twin	8	2.8	50%	10	1.12

MoSCoW Format

I used the MoSCoW method with the team to ensure clarity and alignment on what to focus on first.



Conduct a Card Sorting

Step 1: Create Cards

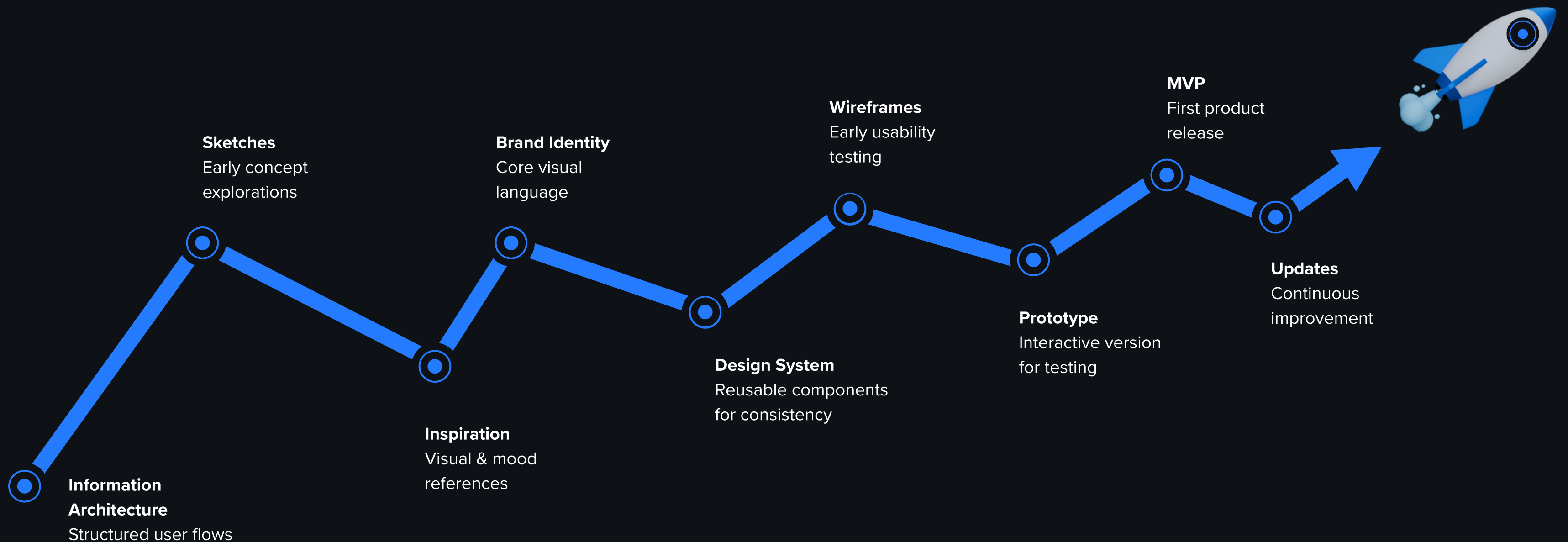
Quick Logs	Food Discovery	Daily Summaries
Dashboard	Savings	Chat
Profile	Recipe Discovery	Meal Suggestions
Content Discovery	Target Customization	Scoreboard
Integrations	Feed	Dynamic AI Twin
Health Scores	Challenges	Meal Planning

Step 2: Organize Cards into Groups

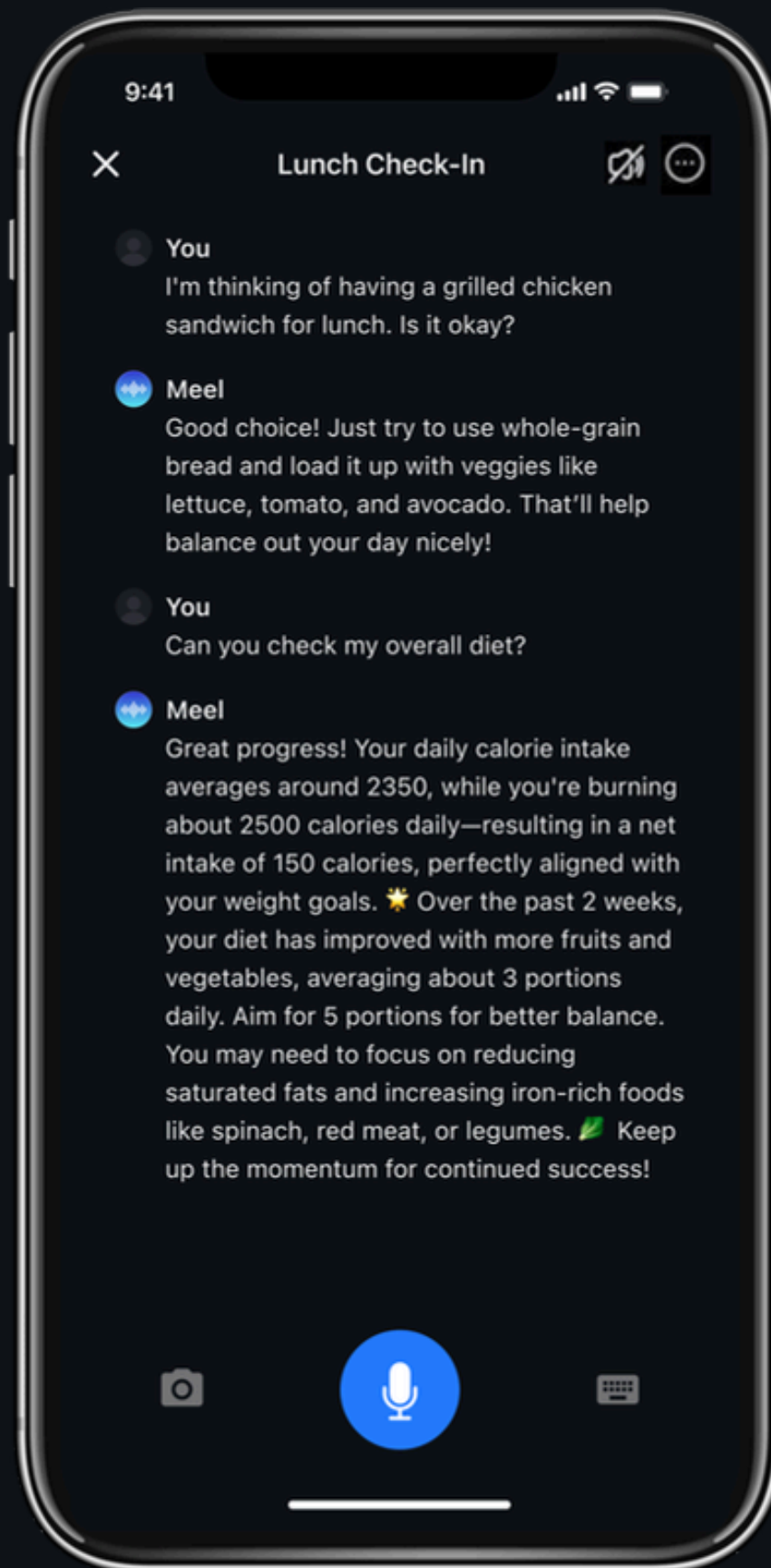
Agenda	AI Companion	Social
Quick Logs	Daily Summaries	Feed
Integrations	Chat	Challenges
Target Customization	Meal Suggestions	Scoreboard
Dashboard	Customization	Recipe Discovery
Dynamic AI Twin		Food Discovery
Health Scores		Content Discovery
Profile		
Meal Planning		

Concept → Prototype → Growth

From Initial Flows to Continuous Improvement

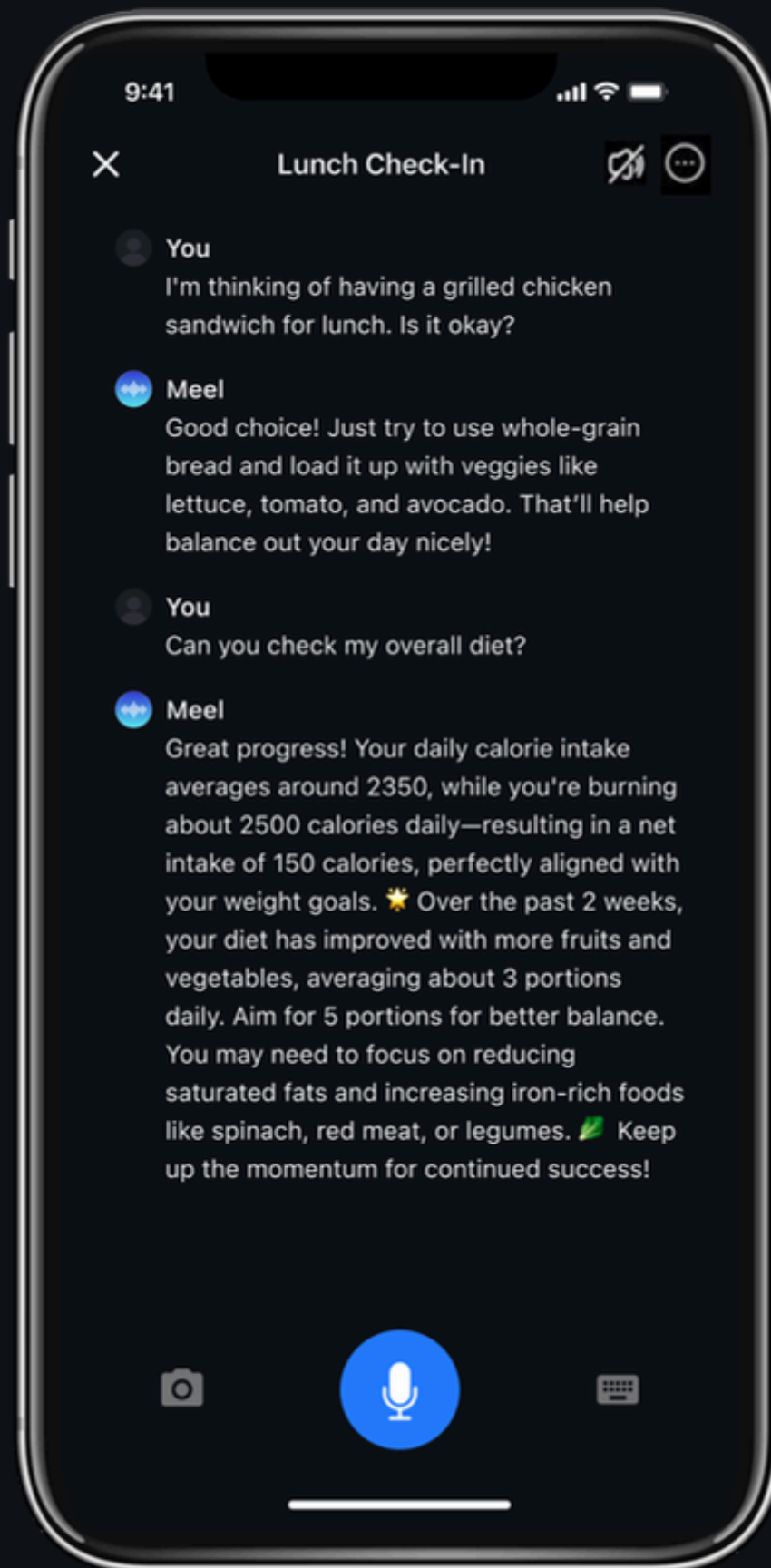






Introducing the AI Assistant

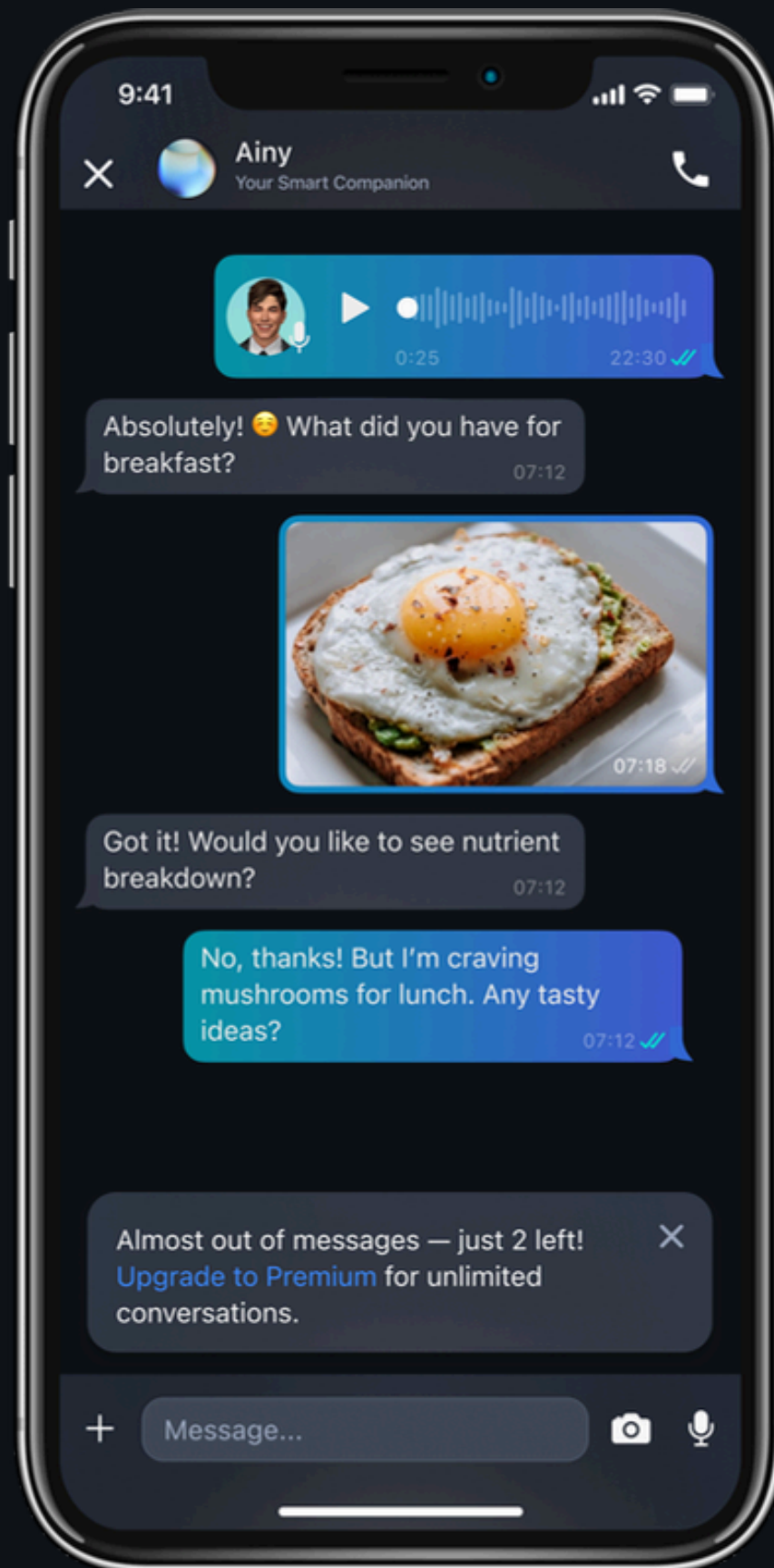
A conversational assistant that tracks meals, sleep, and activity while giving smart feedback, motivation, and trend insights—reducing manual effort and keeping users engaged.



Testing the AI Assistant in Action

92% of found the AI chat easier to use than traditional logging methods.

Some users felt the interaction was **too robotic** and **lacked warmth**—they were seeking something that felt more like chatting.



Refining Based on User Feedback

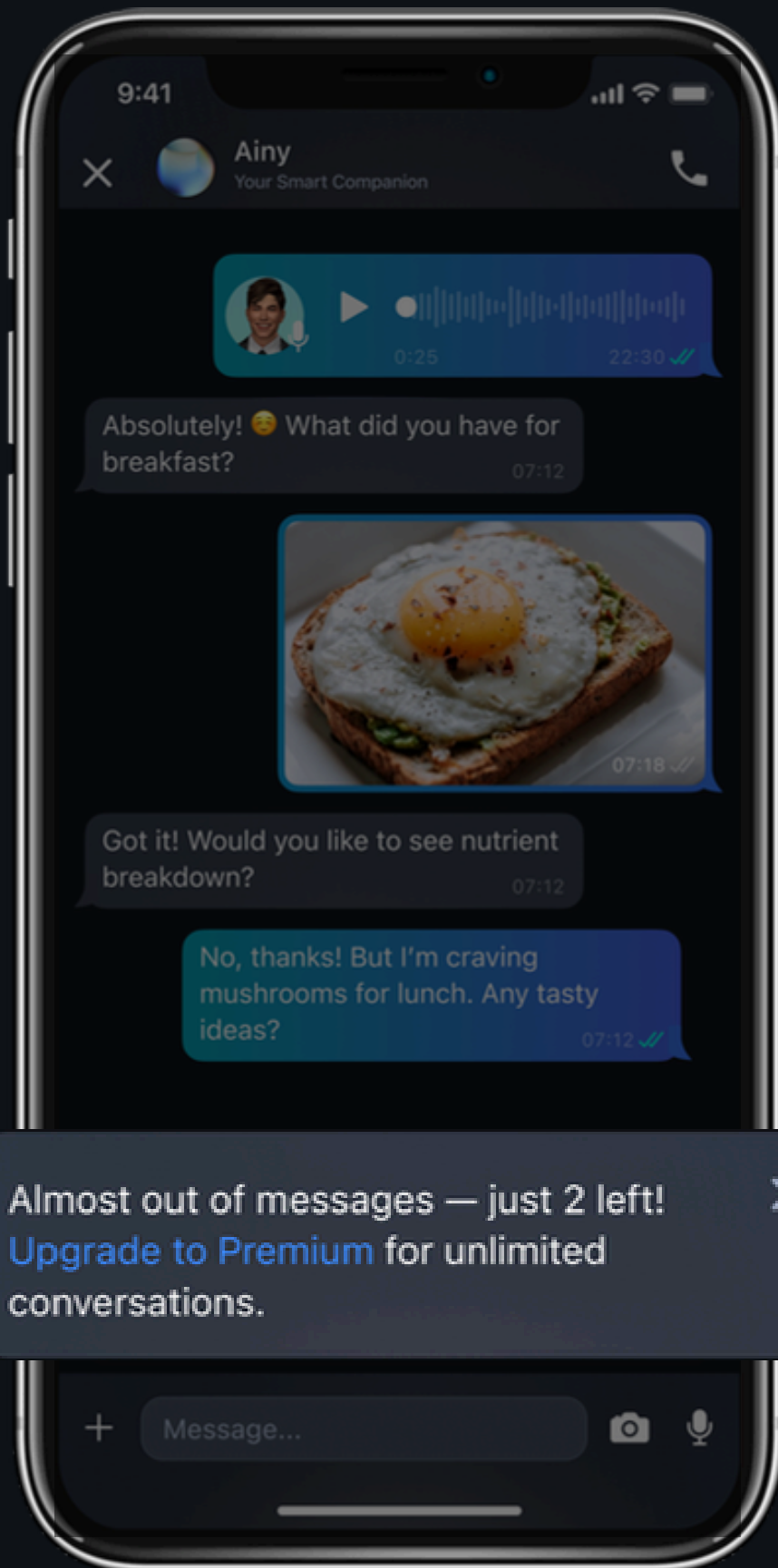
I redesigned the chat interface with visual and behavioral cues. **Voice replies, talking mode, photo sharing,** and personalization turned the assistant into a more **human-like companion.**

Session Duration

+68%

D7 Retention

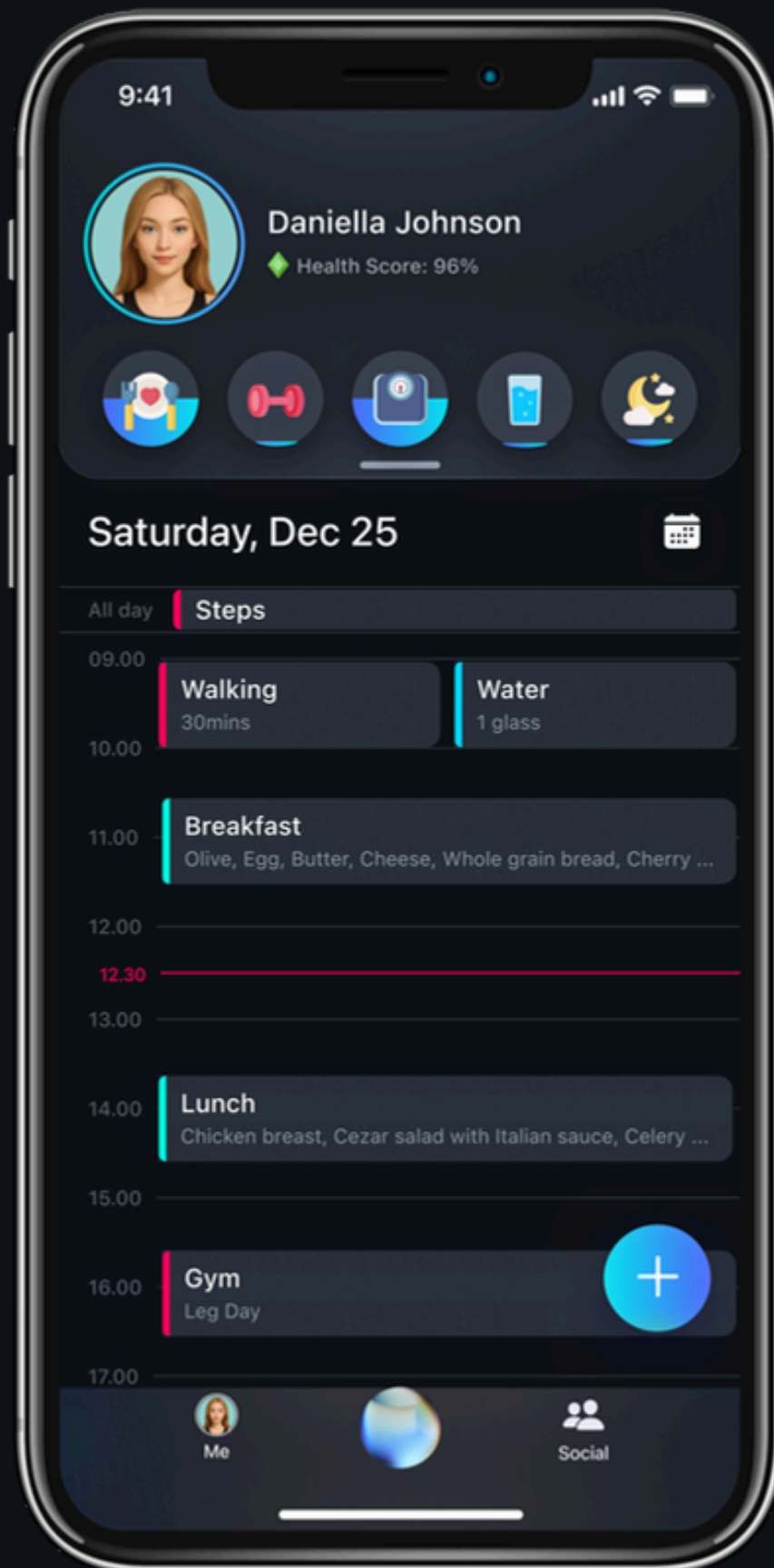
+31%



New users can try the AI chat with a limited number of free messages. Once they reach the limit, they're prompted to upgrade for unlimited access—**offering a taste of premium before asking for commitment.**

Conversion Rate

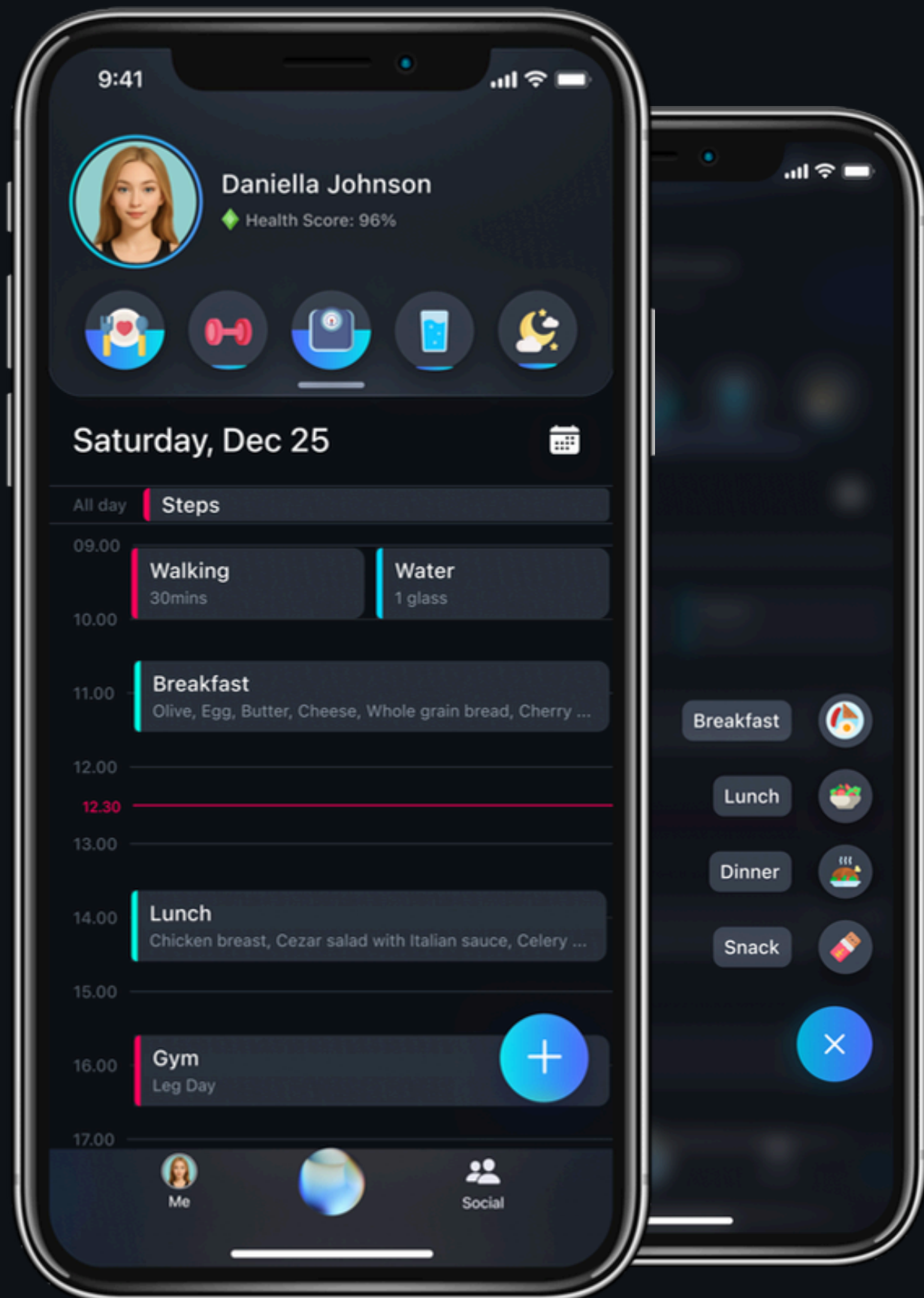
+34%



An Agenda to Boost Wellness Organization

A dynamic agenda that adapts to your health data—integrating meals, activity, water, and sleep into one personalized daily timeline.

78% said the timeline view helps them **stay organized** and **quickly manage** their daily entries.



- It visualizes a full-day routine to promote balanced wellness.
- Color-coded blocks distinguish meals, activity, and more at a glance.
- A floating “+” button enables quick entry of health data.
- Copy, move, and delete functions make management simple and flexible.

Gamification Through a Personal Digital Twin

Users create a dynamic AI Twin that reacts in real time to needs like thirst or hunger.

This avatar makes progress instantly visible and emotionally rewarding, turning health into a personal, playful and motivating experience.



Happy



Thirsty



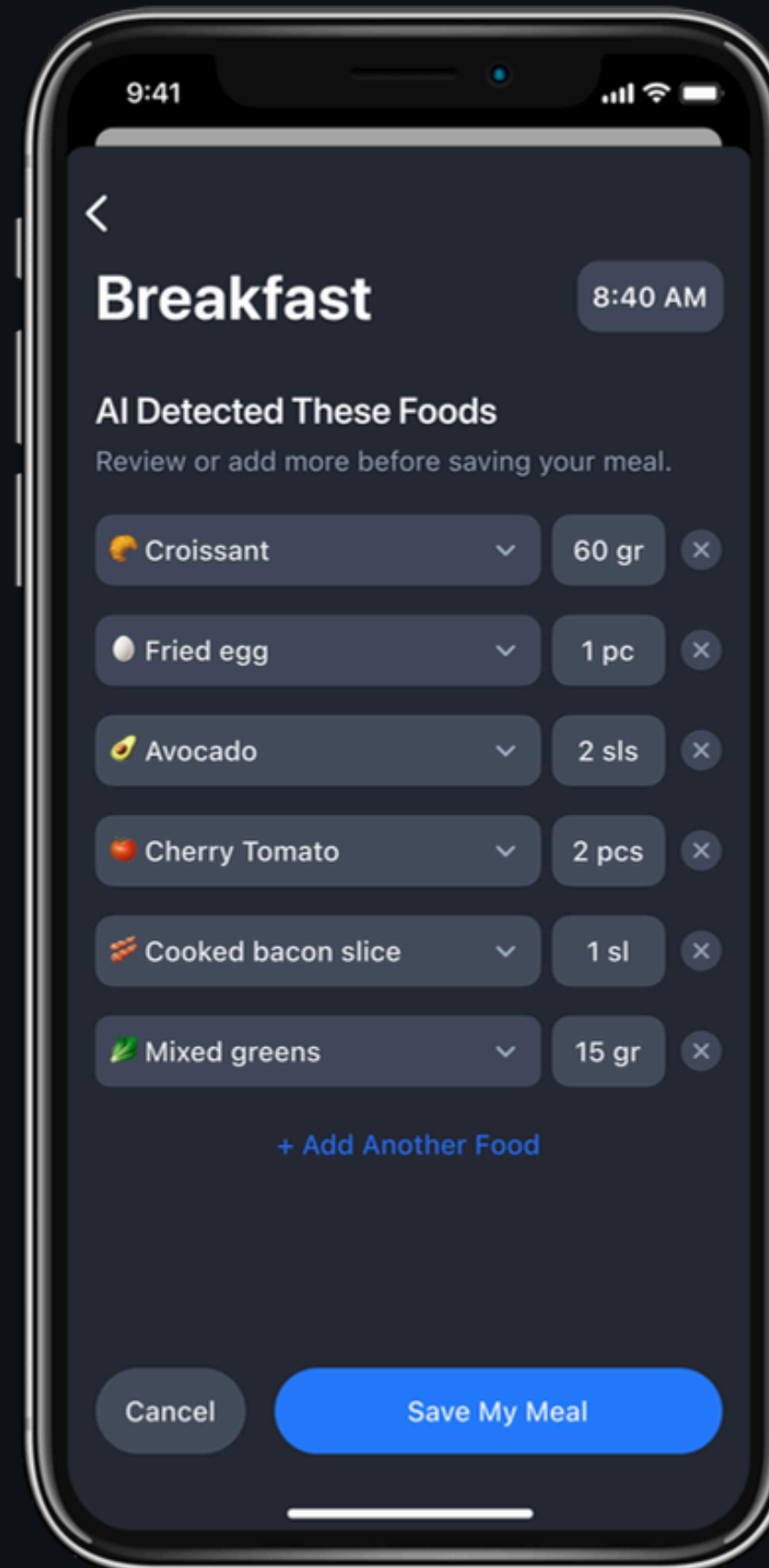
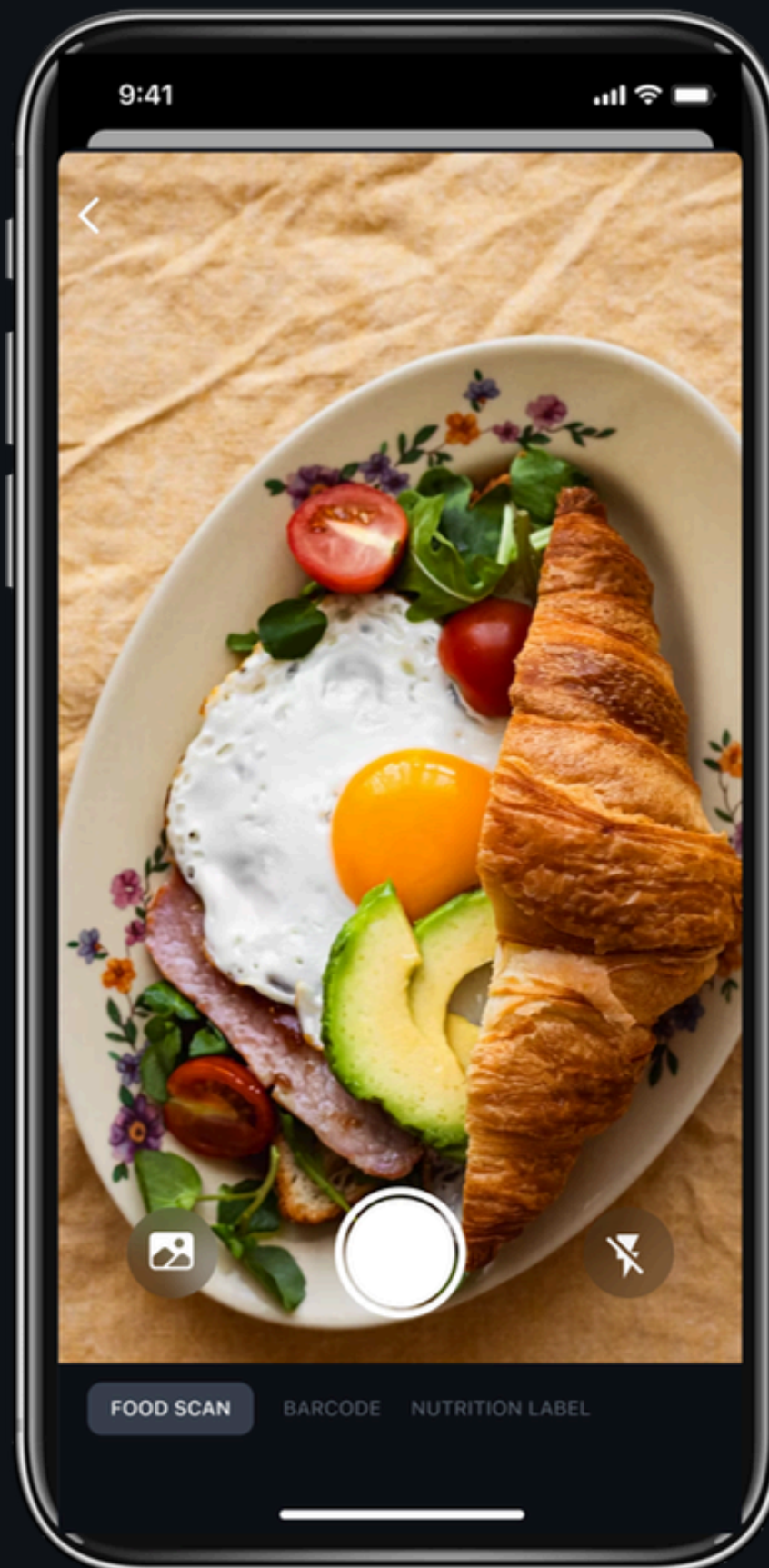
Your Photo



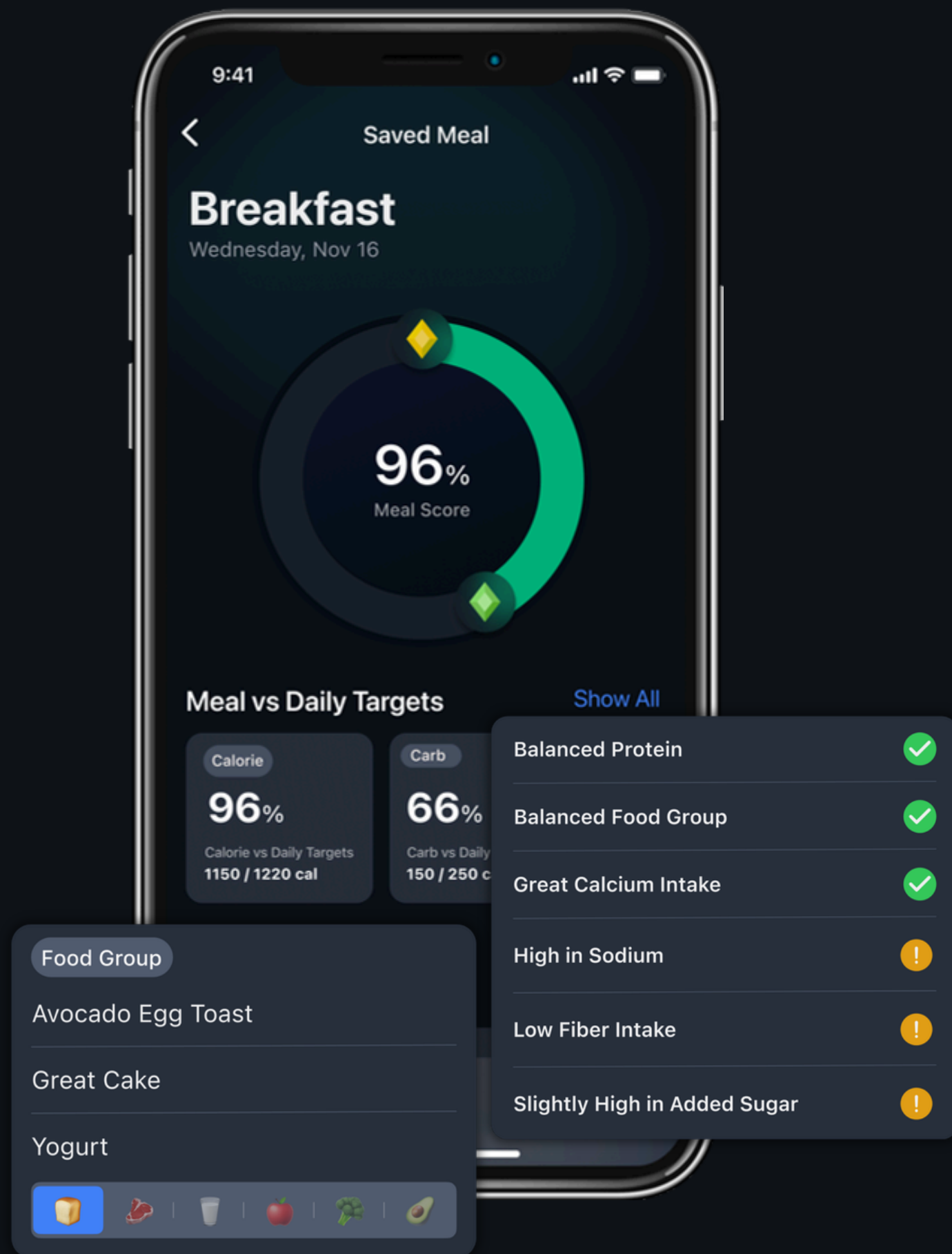
Sleepy



Hunger



Unlike competitors, the interface integrates camera and voice input with easy editing, allowing users to correct or enhance AI suggestions for more accurate tracking.



Disconnected Logging: “I Log, But Don’t See If It Helps.”

I replaced confusing charts with **clear verbal insights** tied to each entry to micro-goals—like “This meal covered 80% of your protein target.”

Plus, daily summaries are delivered via the AI assistant, providing **continuous feedback** and reinforcing progress.



Level Up Together: The Social Experience

The upcoming social module allows users to join **challenges**, **share milestones**, and participate in **events**, fostering **peer motivation** and **social interaction**.

This module strengthens **retention**, encourages long-term **consistency**, and generates **viral loops** that attract new users organically—tackling the common problem of **low engagement** in wellness apps.

Thank you!

Scan to Download Meel.



Android



iOS