Survey Results Validating EmotionsBite Concept

1. Current Wellness Practices

- **How often do you currently track food & emotions**
  - Daily: 5 (17%)
  - Weekly: 6 (20%)
  - Occasionally: 13 (43%)
  - Never: 6 (20%)
    - 👉 Most people track *sometimes*, but consistency is an issue.
- **Current methods/tools** (multiple choice)
  - Mobile apps: 16 (53%)
  - Journals: 9 (30%)
  - Therapy/Coaching: 6 (20%)
  - Notes/Spreadsheets: 5 (17%)
  - None: 6 (20%)
    - 👉 A mix of digital + manual, with mobile apps leading.

2. App Concept Feedback

- **Interest in app combining food, mood, and environment**
  - Very interested: 18 (60%)
  - Somewhat interested: 7 (23%)
  - Neutral: 3 (10%)
  - Slightly uninterested: 2 (7%)
  - Not at all: 0
    - 👉 Majority are clearly interested.
- **Most appealing feature**
  - Daily records of food + mood: 13 (43%)
  - Alert reminders: 7 (23%)
  - Sharing with coach/therapist: 5 (17%)
  - Recording pros/cons of overeating: 5 (17%)
    - 👉 Core prototype idea (daily records) remains strongest.
- **Importance of reminders**
  - Very important: 8 (27%)

- Important: 12 (40%)
- Somewhat important: 7 (23%)
- Not very important: 3 (10%)
- Not important: 0
  - 👉 Most value reminders to help stay consistent.
- **Likelihood of sharing with professional**
  - Very likely: 6 (20%)
  - Likely: 7 (23%)
  - Neutral: 9 (30%)
  - Unlikely: 6 (20%)
  - Very unlikely: 2 (7%)
    - 👉 Split response; useful for some, but not essential for most.

3. Usability & Design

- **Preferred logging method**
  - Text: 11 (37%)
  - Voice: 3 (10%)
  - Image capture: 5 (17%)
  - Combination: 11 (37%)
    - 👉 Many want flexibility; text + combo are top picks.
- **Ease-of-use rating**
  - Extremely user-friendly: 12 (40%)
  - Somewhat user-friendly: 13 (43%)
  - Neutral: 4 (13%)
  - Somewhat un-user-friendly: 1 (3%)
  - Extremely un-user-friendly: 0
    - 👉 Overall seen as approachable and simple.
- **Additional feature requests**
  - Weekly pattern insights (8 mentions)
  - Quick mindfulness exercises (6 mentions)
  - Friendly, non-diet language (4 mentions)

4. Willingness to Pay

- Free with ads/in-app purchases: 7 (23%)
- Subscription (€4–6/month): 13 (43%)
- One-time purchase (<€5): 7 (23%)
- Premium (€10+): 3 (10%)
  👉 Subscription still comes out on top, matching your early prototype plan (€3.99–€5.99).

5. Final Thoughts

- **Top concerns**
    - Privacy/security: 11 (37%)
    - Ease of use: 9 (30%)
    - Effectiveness: 6 (20%)
    - Cost: 4 (13%)
- **Interest in beta testing**
    - Yes: 19 (63%)
    - No: 11 (37%)
- **Comments**
    - "I like the idea but I know I won't log every day."
    - "Reminders would help me stay on track."
    - "Love that it's not about calories but awareness."
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Key Takeaways

- **Occasional trackers dominate**, which means ease of use + gentle reminders are crucial.
- **Daily food + mood records** is the strongest feature (validates your prototype).
- **Mindfulness + patterns over time** are big user asks, aligning perfectly with EmotionsBite's supportive angle.
- **Subscription model (€4–6)** is acceptable to nearly half of respondents.
- **Privacy + usability** should be addressed early in UX and messaging.