

Calories Zone

Local-first Android calorie and macro planner for food-tech conversations

Built with Kotlin and Jetpack Compose.

Calculates calorie targets and macro split.

Saves profile and meal logs locally on the device.

Useful demo for nutrition, health, food brands, and wellness conversations.



Presenter

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The Problem

Many people want simple calorie and macro guidance, but most tracking apps feel heavy.

Food brands and nutrition teams need better consumer nutrition UX.

Manual meal logging can be repetitive and confusing.

Users want useful targets without depending on an internet connection.

Business angle

For food companies, this is a product nutrition UX demo.

For wellness companies, it is a local-first planning and logging workflow.

Event fit

Best for Fi Africa companies: nutrition, ingredients, protein, dairy, bakery, food brands, and wellness products.

What the App Does

Profile setup

Age, gender, height, weight, activity level, and goal.

Calorie target

Estimates BMR, maintenance calories, and cutting/bulking targets.

Macro split

Calculates protein, carbs, and fat targets.

Meal logging

Logs meals locally and tracks daily totals against target.

Guidance engine

Rule-based guidance now; can later be replaced by on-device or remote AI.

Why Local-First Matters

Works without a backend for core planning and logging.

Profile and meals are stored on-device.

Good for privacy-sensitive health/nutrition workflows.

Lower infrastructure cost for the first version.

Can add cloud sync later only if there is a real customer need.

Simple message

The app does not need a server to calculate basic calorie and macro plans.

That makes it reliable for demos and practical for a lightweight MVP.

Caution

If adding AI meal parsing or cloud accounts later, privacy policy and clear data handling become more important.

Demo Flow

1. Open the app or browser preview.
2. Fill basic profile: age, weight, height, activity, goal.
3. Generate calorie and macro plan.
4. Save profile locally.
5. Log a sample meal.
6. Show daily totals and remaining target.

30-second pitch

I built a local-first Android calorie and macro planner. It can calculate user targets, save the profile on-device, and log meals locally. It is a good foundation for food brands or nutrition companies interested in consumer nutrition UX.

Fallback

Use the browser preview if the Android build is not installed or if you need a quick laptop demo.

Customer Types and Fit

Food brands

Nutrition UX around their own products.
Meal planning around brand products.
Consumer engagement ideas.

Nutrition companies

Calorie/macro planner.
AI-assisted meal entry roadmap.
Local-first health data handling.

Ingredient/protein/dairy

Product education.
Macro-focused product positioning.
Wellness use cases.

Gyms/wellness services

Client planning flow.
Meal log and target tracking.
Premium guidance potential.

Retail/ecommerce

Nutrition-based product recommendations later.
Barcode/product nutrition integration later.

Future Product Options

Android MVP

Keep local profile, local meal logging, calorie calculator, macro targets.

AI meal parser

Turn text like “2 eggs and toast” into a meal draft.

Model suggests; app logic calculates.

Brand/product database

Add branded foods, barcodes, nutrition labels, and company products.

Cloud sync

Optional accounts and backup later.

Only if customers need multi-device use.

Premium features

Use Google Play Billing for digital premium features on Android.

Questions to Ask at Fi Africa

Do you sell products with nutrition or macro claims?

Do your customers ask how to use your product in meals?

Do you need a consumer-facing nutrition UX?

Do you have product nutrition data or barcodes available?

Would a branded calorie/meal planner help your marketing or wellness strategy?

Who owns digital product experience or nutrition content in your company?

Listen for

Protein products

Dairy

Healthy snacks

Meal replacements

Wellness brands

Nutrition education

Next step

Ask for a product sample/list and a short meeting after the event.

Technical Foundation

Native Android app: Kotlin + Jetpack Compose.

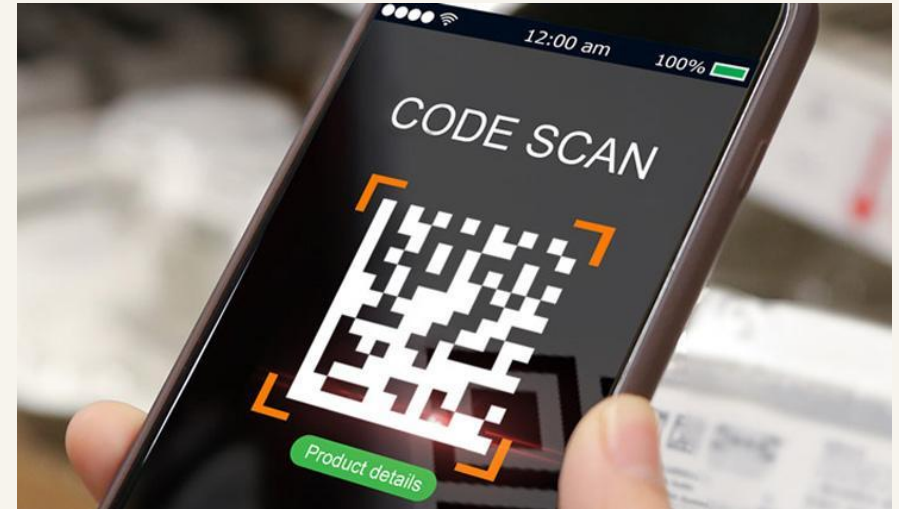
Calorie math: Mifflin-St Jeor formula.

Local persistence: Android shared preferences.

Meal logging: local daily totals and target tracking.

Guidance: local rule-based engine now; replaceable later.

Build path: APK for demo, AAB for Play Store release.



Simple Closing

Best positioning

Calories Zone is a local-first Android nutrition UX demo.
It shows that I can build practical food-tech mobile apps, not only backend systems.

Pilot idea

Customize the planner around a brand's products or nutrition database.
Test it with a small set of meals/products first.

Use this wording

"This app calculates calorie and macro targets locally, saves the profile on-device, and can be extended with branded food data or AI-assisted meal entry."

What Makes Calories Zone Different?

Answer when someone says: many apps already track calories

Local-first privacy

Profile and meals stay on the device.
Core planning works without a backend.

Beyond-calories score

Checks more than calorie totals:
macro balance, protein, satiety foods, slow
carbs, nutrient density, activity-aware
guidance.

Macro guidance

Shows protein, carbs, and fat targets.
Helps users know what to adjust, not only how
many calories remain.

Meal guidance assistant

Simple wellness guidance around meals,
macros, hydration, and consistency.
Keeps medical boundaries clear.

Brand extension opportunity

Food brands can connect their own products
later.
Good for protein, dairy, healthy snacks, and
meal replacement companies.

Short answer

Most apps stop at calorie counting. Calories
Zone focuses on practical nutrition behavior:
local privacy, macro targets, meal logging, and
beyond-calories guidance.

Beyond-Calories Method

How the guide score is calculated in the preview

1. Macro match

Compares logged protein, carbs, and fats against the user target.

Score drops when one macro is far from target.

2. Satiety

Combines protein density with foods that usually keep users fuller.

Examples: eggs, chicken, beans, oats, potato, yogurt.

3. Slow-carb quality

Rewards slower carbs like oats, beans, potato, fruit, brown rice.

Penalizes fast-carb signals like soda, candy, cake, cookies.

4. Nutrient density

Scores food signals as whole foods, neutral foods, or processed foods.

Whole-food signals score higher.

5. Processing level

Starts from 100 and subtracts for processed-food signals.

Examples: chips, candy, fast food, fries, packaged snacks.

6. Age/activity fit

Uses age group and activity level to guide behavior.

Example: sedentary users get walking/consistency guidance; athletes get recovery/carbs guidance.

Overall guide score

Average of the six component scores: macro, satiety, slow-carb, nutrient density, processing, and age/activity.

If a component is below 70, the app generates a next-action note.

Important positioning

This is general wellness guidance, not medical diagnosis or treatment. The method helps users improve meal quality beyond calorie totals.

Local Embedded Chat Prompt

A practical assistant inside the app, without cloud dependency in this preview

What it is

A locally embedded, rule-based chat prompt.
It replies from the user profile, target, logged meals, and known food list.

What it answers

Remaining calories today.
Macro guidance.
Meal ideas by goal.
Hydration basics.
Privacy/offline questions.

Calorie estimate helper

Can estimate simple known foods from text, for example eggs, chicken, rice, oats, banana, yogurt, tuna, etc.
Returns kcal + protein/carbs/fat.

Safety boundary

Detects medical-risk terms.
Responds with general wellness boundary.
Does not diagnose, treat, cure, or prevent disease.

Why it is useful

Turns the tracker into a guided nutrition experience.
Users can ask what to do next instead of only reading numbers.

Future path

Can later be replaced with an on-device LLM or remote AI meal parser.
Keep nutrition math controlled by app logic.

Customer Questions Cheat Sheet

Use these to qualify Calories Zone / nutrition UX leads quickly

Nutrition and brand fit

Do you sell products with nutrition, protein, macro, or wellness positioning?
Do customers ask how to use your product in meals or daily diets?
Do you need a consumer-facing nutrition UX around your products?
Do you have product nutrition data, barcodes, or serving-size information?
Would a branded calorie/macro planner help customer engagement?

Pilot and product direction

Would local-first privacy be important for your users?
Would an embedded assistant for meal ideas, macros, hydration, and consistency be useful?
Do you want users to discover your products through meal plans or nutrition goals?
Who owns digital product experience or nutrition education?
For a pilot: branded meal planning, nutrition lookup, or AI-assisted meal logging?

Close: “Would it make sense to test this with a small sample of your product nutrition data after the event?”