

Goal	Requirement	Priority	Justification	Comments
Suggest Small, Manageable Changes	Options for Try it (1day) Cleanse (7-day) To Habit (28 Day) Phased Goal (big changes)	2		
	Lists of "small, manageable changes"	1	We want to avoid all methods with a high failure rate, even if you believe you are in the diligent minority. What is the smallest meaningful change I can make? Make it small. Small is achievable. (TF)	
	Cover Flow View or List View options	2		
	Detailed info on tap, shows alternate view of long term effects of that change	1		
	ability to add your own personalized changes	2		
Make Changes, Mindfully	Checkbox to mark completion	1		
	record an "aha moment" when you've decided to make a change to your food environment, a personal reason for change	2		
	Shows progress over time	1		
	Set local notification pings	1		
	Alternate data visualization screens-Feedback Visualization!	1	measurement = motivation; Seeing progress in changing numbers makes the repetitive fascinating and creates a positive feedback loop (TF)	
	Add a day to schedule if 1 day is missed	2	because it's no big deal	
Share your goals with others	Share to Facebook/Twitter	2	Having a partner will increase the odds of you sticking to a new plan	
	Add or remove friends	1		
	Web services & server setup required	1		
Work with others to achieve your goal	Challenge a friend-message screen	2		
	Message friend for support	2		
	option: partnership game, competitive but collaborative	2		
Customize	Set calendar date/time preferences	2		
	Set email/text/local notification pings	1		
See the reward	Badge or prize for completion	2		
	Follow up schedule for maintenance of positive changes	2	Adherence could fade after the challenge is complete and a goal is reached	
	Suggest personal rewards	2		
	Ability to set personal rewards for yourself	2		