

210703



# MAMARKIV

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**Mobile Application Development  
Workshop  
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# THE PROBLEMS

Today, there is a constant rise in the awareness of food consumption, but understanding what we put into our bodies has become a struggle.

Many people still have misconceptions and false impressions of all the complex food ingredients.



We keep track of our health and have a better comprehension of it thanks to technology yet we are oblivious to our daily encounter with food.



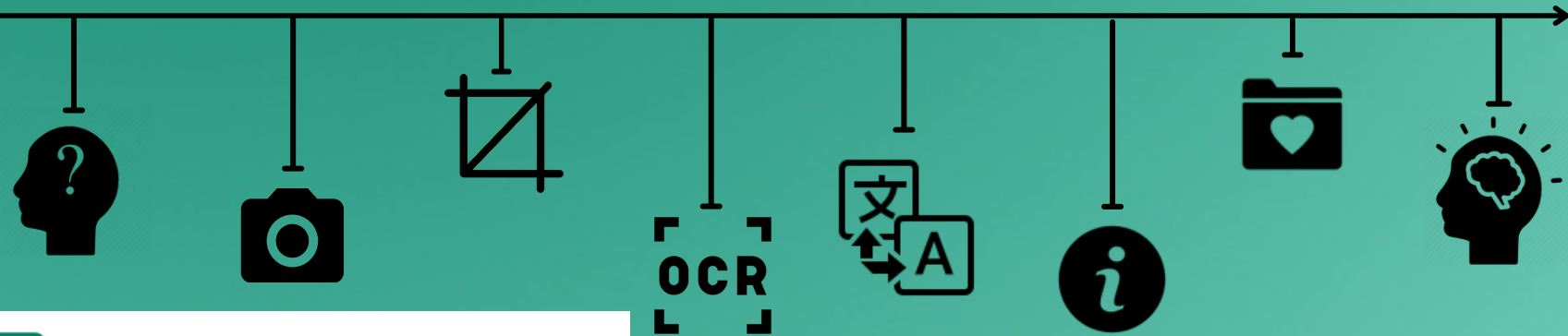
Companies don't put enough effort into making the food ingredients accessible.





# TARGET AUDIENCE

- Anybody who does the household grocery shopping
- Someone who travels to foreign countries and eats abroad
- Anyone who is generally curious and health oriented



# SHOWCASE



Landing page of the app :

- A search bar
- Favorites page
- Image input

Cropping stage after image input





# SHOWCASE



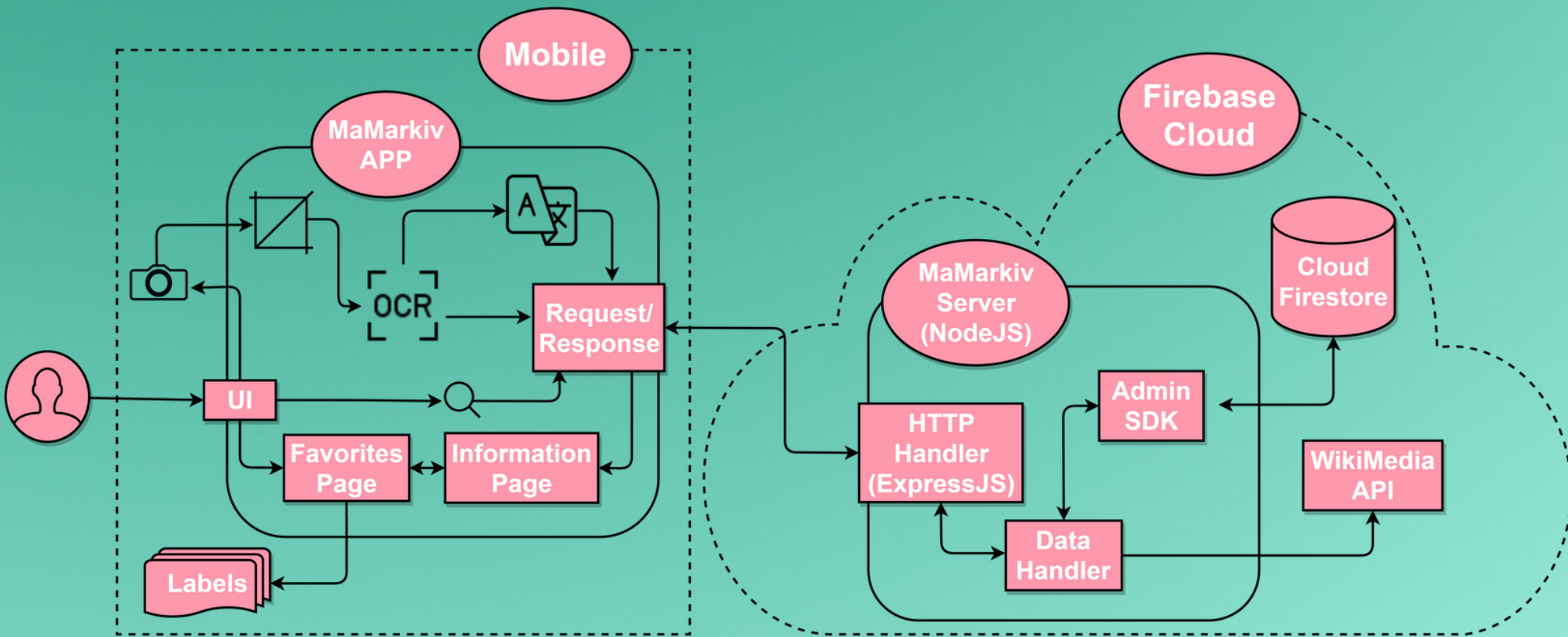
Information page where you receive explanation, translation and can add to favorites

Favorites page full of all your saved labels



# MAMARKIV'S STORY

# ARCHITECTURE DIAGRAM



# MAMARKIV'S STORY

## CLIENT SIDE

Written in Java on Android Studio Environment

UI made on Android Studio layout design

Using Firebase - Google Cloud:

- Vision API - Recognize text
- Translation API

CanHub - Open source crop library

Label parser algorithm



Firebase



Google Cloud Platform



# MAMARKIV'S STORY

## SERVER SIDE

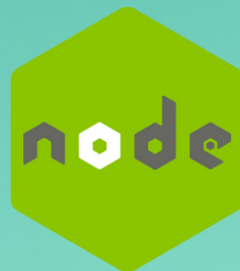
Written in JavaScript on IntelliJ IDEA using NodeJS runtime environment.

Hosted on Firebase Cloud:

- Firestore - NoSQL database
- Cloud functions

MediaWiki - Wikipedia official API

Data Handler - Parse, analyze and control the data all the way from Wikipedia through the DB to the client.





# WHY US

## Similar to us:

### INGRED -

- Excessive monetization
- Poor UX
- No translation available.

### OPEN FOOD FACTS -

- Only barcode scanning
- No Israeli products in DB
- Relies on user input for missing information.

### HEALTHY FOOD -

- Only available on Apple store.

## WE OFFER YOU:

- Simple and friendly UI/UX
- Minimalistic design
- Available for Android
- Scanning and processing done using YOUR image
- Translation from and to many supported languages
- Saving labels for future use
- Searching a single ingredient

*Thank you!*

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Any questions?

