

- **Excalidraw (white board):**  
<https://excalidraw.com/#room=3bd7c53e64fa3466d8fb,6Z408c9GtISimWu95EziQw>
- tracks presentation 🟡 #Next mobile App - 5 tracks
- Forum category : next mobile app
- Category slug: next-mobile-app
- Category link: <https://forum.openfoodfacts.org/c/next-mobile-app/15>
  - Event title example: [Next mobile app] Presentation and first brainstorming
  - Event url example:  
<https://forum.openfoodfacts.org/t/next-mobile-app-presentation-and-first-brainstorming/194>
  - Main thread:  
<https://forum.openfoodfacts.org/t/participate-towards-1-million-users-and-beyond-for-open-food-facts-mobile-app/190>
- Slack: #mobile-app
- Blog post: “Towards 1 million users (and beyond) for Open Food Facts Mobile App”:  
<https://blog.openfoodfacts.org/en/news/towards-1-million-users-and-beyond-for-open-food-facts-mobile-app>

## Towards 1 million users (and beyond) for Open Food Facts Mobile App

### *Choosing a path together*

## What

Last year, we built a new mobile app for Open Food Facts. We are very proud of it, and it's already used by thousands of people. Now we would like this app to reach an even larger audience that will use it regularly:

- we want food transparency to benefit many people to have a wide impact on health, environment and value distribution,
- we're a crowdsourced project, based on the work of thousands of contributors all over the world: today's users are tomorrow's contributors,
- this app could be a tool in the hands of a large community of passionate people acting to change our food consumption for the better.

We would like to build together a vision for the app, and collectively decide how we should try to reach this goal. What should Open Food Facts app — or even apps — look like to reach a maximum of people? This gives the opportunity to work all together.

## Am I concerned?

Yes! EVERYONE is 🧑. The community needs you 🙌.

There is no specific set of skills you need to have to participate in this collaborative work.

Just an interest in making the food landscape more transparent & equipping consumers to be better informed.

## How

Here we detail the whole process we want to implement. Some of us will participate in many activities, but feel free to only engage in the one you can.

I don't have much time, how can I participate?

If you don't have much time, you may just:

- propose your ideas during **phase 3**: come to the first meeting to share your ideas, or write a post on the forum.
- participate in the evaluation poll in **phase 5**: wait for the poll and give your opinion.
- By the way, if you don't have time, you can also [give money to the project](#) 😊

# 2023-07-11 - Steering - Community Poll

Last Friday's presentation: [#Next mobile App - 5 tracks](#)

- Publish 5 track
  - Publish [slides](#) in forum (Gala) done [ici](#) et dans le post principal
  - (ok) Link to each consolidation document (ok ?)
- Communication
  - **Blog post ([brouillon](#) - Gala)**
    - present the work done
    - link to slides
    - link to poll ?
  - NL
- **Community poll**
  - quoi ?
    - introduce to explain that they should really give their opinion on each entry, depreciating an entry does not favor another one
    - rating on 5 on each track
    - add a 6th choice:
      - “focus on making the existing features more usable and complete”
    - descriptive note
    - Email du compte Open Food Facts ou userid
  - **tool : Odoo + ~~Extension à 28€ pour l'export~~ (Alex & Manon)**
    - odoo module for polls
      - pas d'export csv :/
      - 28 euros :  
[https://apps.odoo.com/apps/modules/15.0/export\\_survey\\_result\\_at/](https://apps.odoo.com/apps/modules/15.0/export_survey_result_at/)
    - <https://community.limesurvey.org/> ?
    - Module “survey” d'Odoo:
      - [Example](#)
      - [Exemple de résultat](#)
      - marche pour faire un sondage, pas un formulaire
  - **Deadline - 18 juillet**
  - publication of results ?
  - alternatives : <https://opensource.com/article/17/2/tools-online-surveys-polls> JD Esurvey, Quick Survey, TellForm
  -
- Discussion
  - There are some area not covered by the process we have done:
    - cosmetic handling
    - continuous improvement of UI / UX
  - product quality is very important to reach our goal of more users (maybe more than new features)
  - do we want to propose a vote on the poll for

- do not follow a new track

## 2023-07-06

40 minutes de présentation ? (vendredi 7 juillet) [meet.google.com/bsm-ugry-vam](https://meet.google.com/bsm-ugry-vam)

- Présentation des résultats du sondage par track : en quoi chaque track a été nourri par le sondage.
- Chacun pitch sa track pendant 5 minutes.
  - 5 à 10 dia par track. Section SWOT, section valeurs, etc.
  - [Présentation](#) (mettez vos slides ici)
- Slides partagés ensuite
- Est-ce qu'on envoie une newsletter avec lien visio ? (ou sur-sollicitation?)
- Qui présente la Personal App ? Edouard Marquez

## 2023-06-08 | third phase kick off

Goal: build teams to work on each tracks

Presentation of the 5 selected tracks:

<https://forum.openfoodfacts.org/t/investigating-5-tracks-team-based/291>

## 2023-05-24 | Permanent team

Review by the permanent team of the previous track. They don't really seem actionable. It's very important that we have a certain focus for the app.

So we propose:

1. contribution app (Manon) + Alex
2. personal app (tracking, etc.) (Edouard) + Pierre
3. knowledge app + social (Raphaël) + Charles
4. platform app (open to third party) (Stéphane) + Charles
5. OFF for groups (familles, Dr-patients, maladies orphelines, etc.) (Charles)

#### Consolidation framework:

- identify and prioritize the ideas related to each track
  - and make one or two consistent track (+ eventual user stories)
  - questions and answers from the user survey
- see existing apps/solutions currently existing (market study)
- difficulties and development cost (cost's scale: 10K€? 100K€? 1M€?)
- MVP (6 month) + global progressive roadmap (2 years max)
- SWOT + risk
- correspondence to our values:
  - accessibility, universality (beware of WASP centric), diversity, "do not harm"
  - independence / transparency
  - neutrality: we don't recommend products in regards of others (without transparent scoring)
  - privacy by design
- what impact on: install, usage, change
- 5 minute pitch

#### Note on user survey

- keep in mind it's not reliable
- group tracks question into one survey
- vs. community poll (selecting a track)

## Tracks we propose

The brainstorming phase has been a huge success: dozens of people all over the world have shared their ideas, leading to an awesome white board 🌟!

Starting from all those ideas, we now suggest 5 tracks to investigate, on a team-based work. Each track is described below, with two related documents:

- A working document where the group is building the track, guided with questions to answer.
- A forum thread where you can discuss and manage the workgroup.

If you're interested in a track, **register yourself in the working document**, and you can also start sharing your ideas in the Forum thread.

#### Next steps

Over the next 4 weeks, each group will investigate its own track: prioritization of features, macro roadmap, success factors, impacts, etc., and a 5-minute pitch.


- On June 14, we'll be launching a survey of tens of thousands of people, enabling each working group to test questions. Get your questions ready before June 12!
- And at the end of June, we'll be holding a feedback event on all the leads, and launching another survey based on all the tracks.

## The 5 tracks


**Contribution app:** An app focused on contribution to enable everyone (consumers, reusers, producers, researchers, etc.) to enrich our database qualitatively as well as quantitatively! What about making the act of contributing in Open Food Facts more effective, accessible, fun, rewarding?

Crowdsourcing is the heart of our project, so improving the impact of contributions seems crucial.


There are many tools to encourage the community to contribute: gamification, machine learning, notifications, alerts, reminders, or other nudges, adapted according to each person's level of knowledge and personal interests... What would motivate you to contribute more?

 Track contribution app

**Personal app:** Users learn about the scores of their food in a matter of weeks, and might lose interest in Open Food Facts as they feel their learning journey is complete. Part of the reason Open Food Facts was so successful is that it went from generic health/environment messages to product specific ones. One way to be even more impactful and useful is for those messages to be more personal. It might also have positive side impact on retaining users on the long term, as they accrue value and data within Open Food Facts (like personal settings, favorite products or receipts) that we can use to improve sustained value, and a better experience.

 Track Personal app

**Open the app:** collectively we brainstormed 100+ cool ideas for the app to make it more personal, more insightful, more actionable, more useful, more fun and more viral. But of course we can't do it all. Or can we? What if motivated individuals and groups could easily plug into the app to build their own app inside the app: new experiences dedicated to the needs of hundreds of communities? Scanning one or more products could bring new knowledge, insights and actions. Select and activate the features that interest you and join the communities who build them!


 Track Open the app

## Knowledge & social app

Agriculture processes, food labels and food processing are complex and not easy to understand for food consumers. Open Food Facts already helps people to decrypt nutritional information and environmental impact of products. We can push it further to help them


understand how food is produced, what labels (organic, fair-trade,...) bring and the known impact of food additives on their health.

On this track, we also want to explore how to bring a social component to the Open Food Facts app. Through cooking, food is inherently social, and there are many interesting features to consider: organizing food communities based on specific products, creating/sharing grocery lists, knowing if your neighbor has the skimmed milk you lack to finish your cake,...








 Track knowledge app + social





**Open Food Facts for several** (families, friends, colleagues, patients, and more kinds of groups).

Eating is a necessity for every individual, but often this activity is eminently social: as a family, with friends or colleagues, accompanied by professionals, or as part of communities of interest (orphan diseases, fans, taster communities, solidarity grocery shops, etc.), we have to select products, buy them, check their stock, sometimes recommend them, and so on. Working together on food issues increases our knowledge and makes us more aware of healthier and more environmentally-friendly food. Let's build an app for any type of group, from 2 to hundreds (or even more?)!

 Track Open Food Facts for several

Next steps:

- ☒ ~~write a few lines (4-5 lines) about your track (every one)~~
- ☒ ~~publish tracks (on forum + publicize) + invitation to constitute teams~~
  - ☒ ~~one tracking document per team (see [template](#))~~
  - ☒ ~~one forum thread for each team~~
  - ☒ ~~announce poll - questions to be given before 12 to Pierre -> poll will start on 14~~
  - ☒ ~~link to existing documents~~
- ☐ let constitute teams
- ☐ give useful documents (Pierre) - (GIC user survey - 700 + some user interview)
  - ☐  OFFF - Survey Response (Google.com)
  - ☐  Copie de OFFF - Survey Response (openfoodfacts.org)
  - ☐ <https://docs.google.com/forms/d/e/1FAIpQLSdnrJaGbEO0pf6n30JPieBKEc4MN3JWPSJXFCsar4qbwpw6w/viewform?usp=sharing> (Questionnaire en anglais)
  - ☐ <https://docs.google.com/forms/d/e/1FAIpQLScHwcphAGa65GZStfhIrAatsMYGorHfR2KbEduDXgaCmZaxJA/viewform?usp=sharing> (Questionnaire en français)
  - ☐  Features requests from the user survey
  - ☐  OFF - Survey Respondants Interview invite / follow up
  - ☐  OFF Fellowship UX Research Roadmap
  - ☐  Checklist for User Interviews
  - ☐  User Interview Script

- ☐ [User Interviews](#)
- ☐  **Persona** -  (english)Open Food Facts persona summary -  Open Food Facts persona summary
- ☒ ~~create the [document for teams](#) (Charles, Alex)~~
- ☐ attributes features to teams (let them do that on the dashboard, maybe with a budget)
- ☐ create spreadsheet from Excalidraw and share it for all tracks (Pierre)
- ☐ user survey: to help refine the tracks (**9-21 juin**) (Pierre)
- ☐ add ideas from previous user survey in Excalidraw board (Pierre et Raphaël)
-  **Copie de OFFF - Survey Response**
- What we do
- What we will do one day
- What others can do with our platform
- What we don't do

## 2023-05-22 | Third phase kick-off

### Participants:

- Benjamin and Emeline
- John G.
- John L.
- Charles
- Virginia
- Pierre
- Alex

### Agenda:

- identify tracks (see [also below](#))
- begin to constitute teams to consolidate each tracks ?

### Discussion

- Discussion: 3 to 6 teams
  - let see how we converge (if we do more teams, maybe some will )
- Track ideas:
  - Ben & Emeline:
    - shopping receipt
    - gamification
    - health/diets (eg. additives, but also environment)
  - Virginia
    - Enabler for local stuff/services
    - Learn / Guiding / Onboarding
    - Gamification
    - Shopping receipt
    - Induce change
    - Data Quality



- John G.
  - Social (including gamification)
  - Learn and Change (including tracking, giving alternatives)
  - Personnalisation (eg. “Im focusing on allergies”, and extending data with new knowledge)
- Alex - 18:21
  - powerful contribution app with gamification
  - sharing about food application (sharing, preferred products, managing stocks)
  - a platform for food apps (contributed knowledge panels, easy to personalize appearance)
  - tracking what I buy / eat /impacts (family, group)
- Pierre Slamich - 18:22
  - The Center Place for taking advantage/control of the data you generate while consuming
  - An app that feels powerful, empowering and helpful
  - An app that that you have fun with and that you love
  - An app that helps you build your own menu
- Charles
  - 1. organize **food for groups** of people (family, groups, professionals): purchases, dashboards...
  - 2. organize **MY** food/relation with food (private by default). Log and track infos like calories, allergies, etc
  - 3. empower me (or us?) to **change the world** (better consumption, contribution)
  - **4. empowering** people: let users create their own usage (app in app, app creation, ...)
  - **5. contribution** as a leisure/passion
  - **6. socialize** through food (share things, build communities, collectors)
- John L.
  - Onboarding (avoid having curiosity fade, help create habits, maybe tailor onboarding based on user interests)
  - Diets (ability to recommend products based on Keto, Paleo, low carb high fat, or reverse, etc.)
  - Work with what user have (receipt scanning, other techniques)
  - Gamification (help keep data quality, needs validation)
  - Groups (work well with gamification and diets)

### 3 big types of ideas?

- means centered (technologies or processes): onboarding, gamification, receipt scanning, having fun...
- users centered: me, small groups, big groups (?), groups of people knowing each other and vice-versa, producers
- goals/achievement centered: contribute (including data quality/integrity), socialize, change the world or ourselves, empower (knowledge and achievements)

Data quality can be goal - achieving your own goals

John G.

1. making more people use it (more attractive app)
2. make people be engaged: adding more data, in the database, quality, extend and make it extensible
3. make change happen - making data more accessible and actionable: answer to use cases, going beyond the database

All things are interconnected - (more users makes more data, meeting users goals make it attractive, + network effect) - first part is getting lot of users

Guide for people contributing and using - quality (hunger game) - profile (game) - gamification brings life / emotions

Other way to see options:

- Refining the existing (to make it more appealing)
- Adding new innovating stuff

Good question: how do we measure success ?

- we have more users
- how frequently do they use the app
- how much they change habits

Think measurement up front or it won't happen

### **Selected tracks:**

- making more people install and use the app (bootstrapping a large user base):
  - how can we make the app more attractive to more people (eg. more emotion, more easy to use, social, on boarding, etc.)
- making people more engaged:
  - how can we ensure data quality and contribution
  - how can we make people use the app more often
  - how can we fit more relevant usages (extend data)
- helping change happen, make data more actionable:
  - what should we help track / visualize
  - how can we help induce change
  - which life use cases should we cover

Note: some ideas might be in multiple track, but if there is a track it belongs to in a more obvious way, leave it to that track

## 2023-05-17 | Creativity session #4

- Alistair
  - Found us via Twitter
  - Based in London
  - Works for Mars : chocolate and pet food
  - Runs a nutrition app called Hapcha tags
- Daniel Garcia Acosta
  - South of Spain - Malaga
  - Developer in Fin tech
  - When traveling in Asia, realised the amount of plastic every where
  - Interest in the packing
  - NFT project
- Virginia Berkouk
- Manon Corneille
- Pierre Slamich
- Charles Nepote
- Stephane

### Alistair

3 things i've implemented with OFF data:

1. OCR

We have a database

Search engine “?”

Tesseract 2 chatgpt: the later is reconstructing the data from the OCR.

From the name of the product, he can detect what product it is

LAMA : Facebook AI open source

2.

Our app: balance the macro-nutrients.

Most of the time, we eat in a group. A QR code is made open source: you can consume information from the QR code. We put QR codes in all the products in a place to get the information.

<https://www.linkedin.com/pulse/we-made-uks-first-connected-refill-supermarket-tech-alistair-heath/%3FtrackingId=%252FCS3BI2%252BN6%252BJOpAvracVrQ%253D%253D/?trackingId=%2FCS3BI2%2BN6%2BJOpAvracVrQ%3D%3D>

### Daniel

Will share a mockup (?)

### Virginia

Products without barcodes (market gardeners).

### Alistair

How does open food facts position itself?

Your job is to provide him all the data he needs to succeed.


Those LLM things are going to simplify contribution ...

Suggest that we categorizing ideas into:

- What we do
- What we will do one day
- What others can do with our platform
- What we don't do

## 2023-05-17 | First ideas on tracks

Participants: Alex Garel Charles Népote Stéphane Gigandet Pierre Slamich  
Manon Corneille Gala Nafikova Raphaël Bournhonesque Sarazine Ouattara  
Edouard Marquez Edouard Marquez

Fichiers joints:  Open Food Facts - Weekly meetings

Notes

<https://excalidraw.com/#room=3bd7c53e64fa3466d8fb,6Z408c9GtISimWu95EzjQw>

Method: we just give some large tracks we see emerge (in our opinion)

Alex - 3 tracks

- Something around **list management** (consumption tracking, my grocery list, dashboard, favorites, exchange, shared lists)
  - socialization potential
- **Enrichment of knowledge** (LEARN box): quotes wikipedia, more info on producers, link to press...
- Make the product more **interactive**: Notifications, suggestions, nudges to encourage consumers to consume healthier, less sweet (or other according to their preferences), this pizza is in the top 5 nutriscore, third party knowledge panels
- **Prices** / fighting inflation (or bad repartition of value) - no real easy practical grip though to bootstrap this

Manon

- **Learn** (add informations, more knowledge panels)
- More interactivity / **gamification** to encourage **contribution**, but also engagement.. See Play and learn / gamification. eg in app mini game

Edouard

- **Gamification** is a strong track
- Need for **personalization** in general (less of an encyclopedia, but more a personal)
  - Play and learn

#### Charles

- organize **food for groups** of people (family, groups, professionals): purchases, dashboards...
- organize **MY** food/relation with food (private by default). log and track infos like calories, allergies, etc
- empower me (or us?) to **change the world** (better consumption, contribution)
- **empowering** people: let users create their own usage (app in app, app creation, ...)
- **contribution** as a leisure/passion
- **socialize** through food (share things, build communities, collectors)

#### Gala:

- **Usages & utility** of all this **data** that are available to me  
what's the added value of the app in relation to the database. What do I do with it ?
  - organize the data (lists, digital fridge/cupboard)
  - compare, choose (more user friendly)
  - learn in a fun way about food/health/ecology
  - being able to track various things
  - display only things that are interesting to me (a minimalist version of the interface)
- **Sharing** those usages & knowledge with community
  - exchanging on specific topics/ foods
  - sharing lists, favorites ("open food facts" lists shareable by foodies, health practitioners, sportives, etc.)

#### Sarazine

- **Contribution** via **gamification**
- To ease conversion from user to contributor
  - Roleplay / Character in onboarding CrazyCat421

#### Stephane

- part of ideas are an extension of what we do already: eg. from data to knowledge (with more personalization, more deep data and knowledge etc.)
- **new ideas: "Open the app!" empowerment** leading to new usages (it's very Open Data minded, enable being a cross-road to communities):
  - organize (alone or in group)
  - share
  - measure
  - open the APIs, open a platform in the app for others to create new uses etc.
- self or group **motivation** (socialize + virality)

#### Pierre

- Read / Track / compare (smoothie framework)
- Health environment
- Lists
- A platform for others

How do we mix those tracks.

- reappropriation of the consumption data I personally generate (purchases, what I idea, etc.)

What would we like to achieve now?

- 1. Create motivated teams to work on one track each.
- 2. Collectively say why not go for certain tracks? What criteria?
  - Example: the ethical criterion (e.g. should alternatives be proposed?)
  - Example: the proposal is too far from what we have done previously
- 3. Establish an assessment grid for each approach (e.g. audiences, difficulty, time to implement, innovative nature, why OFF, compatible with OFF values etc.).
  - Important to keep main target in mind (1 million user)
- 4. Distinguish between "business" functionalities (e.g. separate) and "technical" functionalities
  - Is this the core business of Open Food Facts?

Digestion de l'Excalidraw par ChatGPT 4

Sure! I can classify the ideas based on their themes. Here are the categories I've identified:

**1. Diet and Nutrition:**

- Offer "diet style" options for assembling low-carb/keto, paleo, etc. ingredients
- Provide nutritional value (calories) of a product
- Compute and display Glycemic Index of food
- Offer a calorie tracker based on scanned products
- Give recommendations for behavior change based on dietary history

**2. Community and Social Features:**

- Include food-related and moderated communities in the app
- Allow users to share their favorite products with the community
- Enable users to ask for alternative product suggestions from others
- Foster contribution through gamification, badges, and perks
- Facilitate group organizing and sharing of food lists

**3. Environmental Impact and Transparency:**

- Inform users about the impact of the food system, such as GHG emissions
- Show the whole supply chain of a product, including sources and emissions
- Calculate and display the environmental impact of users' food choices
- Provide information on the distance traveled by ingredients in a product

**4. Gamification and Entertainment:**

- Develop a game-like feature, such as "The Cry of the Carrot," for fun interactions
- Incorporate mini-games within the app to engage users
- Introduce a Hunger Games-themed app

**5. User Guides and Education:**

- Provide a real contributor guide and user guide within the app
- Include a knowledge panel about food labels and their requirements
- Offer educational content and videos about food and nutrition

- Create learning journeys and mini-tutorials for building apps with Open Food Facts data
- 6. Shopping and Price Comparison:**
- Compare prices of a product in different shops
  - Add relative pricing information to compare product costs
  - Enable scanning and collection of product data in restaurants and other places
  - Offer a budget calculator for tracking prices and finding environmentally-friendly options within a budget
- 7. Accessibility and Inclusion:**
- Improve accessibility features within the app
  - Cater to specific dietary needs, such as lysine intolerance or liver issues
  - Provide features for illiterate users using pictograms and essential information
- 8. Innovation and Technology:**
- Use AI to analyze food and nutrition facts
  - Implement blockchain-based coins for contributions
  - Explore OCR technology for scanning products from phone screens
  - Enable integration with other services and platforms

Please note that some ideas may overlap across categories, as they can have multiple aspects and functionalities.

Tasks



## **May 16th 2023 13h CET - remote Creativity meeting**

- Pierre, Alex and Mario from Italy
- short session, ideas in red

## **May 15th 2023 10h CET - on site French Creativity meeting**

- with Emmanuelle (Toque en Stoque) and Virginia
- methodology: creative (gree hat)
- Ideas are in green in the dashboard

## **May 11th 2023 18h CET - French Creativity meeting**

- Introduction
  - OFF: Alex, Pierre, Stéphane
  - Mélanie - FAIRe (un monde equitable) - they have a game and a guide on labels (boussole des labels)

- Van: Latitudes (promoting sustainable tech)
- Julie - ShareIT (tech boost program)
- Methodology: creative
  -

## May 10th 2023 18h CET - Creativity meeting #3

- Google meet: <https://meet.google.com/gja-wiow-wpz?authuser=0>
- Collaborative notes in this document: thanks in advance for adding notes! 😊
- previously we group ideas into groups
- introduction
  - Gala: Community Manager
  - Marius : Danemark - packaging and recycling producers
  - Gregor: German in Montpellier - product manager
  - Chloé: french in Texas - food science - product manager
  - Pierre Slamish:prod how to scale the impact
  - Alex: developper at Open Food Facts
  - John Lianoglou: developper - New York - interested in nutrition / health
  - Benjamin: Germany - collect data from shopping receipt + OFF
  - Emeline: French in Germany - product manager
  -
- Goals:
- discussions
  - we talked about some problems with barcodes
  - foodies are very techy so it's nice to leverage this community
  - favorites / wishlist are very successful and easier than lists
  - fridge - what you normally buy <- alerts when better products exists
  - B2B: OFF has a new channel for trust and transparency for producers
  - Gamify eg. adding pizza information (may is for snacks)

## May 2nd 2023 18h CET - Creativity meeting #2

- Google meet: <https://meet.google.com/hkx-yvux-dfg>
- Collaborative notes in this document: thanks in advance for adding notes! 😊
- Attendees - Introduce yourself in one sentence
- Goals of this meeting
  - Try to organize the new ideas; group the ideas
- Method
  - [Six Thinking Hats](#) method → today we concentrate on Blue (big picture) structuring the board
  - second part red hat (emotions)
- Emotions



- a bit sad to be overwhelmed ideas
- not that many inspiring ideas
- → will to try to organize more idea generating meetings
  - try to do it with different type of users
  - also measure the interest of those groups
- feeling a tension between having a very playful app or really high added values features (but technologically difficult)
- not much time
- a bit confused and unsure about organization
- we may take a second look later
- quite happy with the process, in 1 hour it's already a good result
- a lot of ideas are things that we didn't try before (playful, social)
- like the idea of a platform to let other build upon what we did (like minecraft mods)
- very happy because even at a early stage it's already not that bad
- extensibility is really interesting because it's a path we would like to use for open product facts
- How to have more ideas generating meeting (leveraging communities)
  - Alex: les arches (on friday)
  - Alex: try with data for good ?
  - specific robotoff meeting (crazy ML powered ideas)
  - during data quality meeting
  - can we involve nutritionist and from foreign
  - kids ? (stephane)
- Excalidraw (white board):  
<https://excalidraw.com/#room=3bd7c53e64fa3466d8fb,6Z408c9GtISimWu95EzjQw>

## April 24 2023 18h CET - Brainstorming session 1st meeting

- Google meet: <https://meet.google.com/mat-uigm-bvw>
- Collaborative notes in this document: thanks in advance for adding notes! 😊
- Attendees - Introduce yourself in one sentence
  - You can indicate that you participate by clicking on "Going" in the [forum post for the event](#)
  - Alex
    - Paris, works for OFF as developer, mainly on server, infrastructure and backend
  - Charles
    - South of France, Marseille
    - Part of the permanent team
  - Marvin

- student from Germany, contributes to mobile app development since 2 years
  - Manon
    - France, help producers import data to Open Food Facts
  - Stéphane
    - Paris, founder of Open Food Facts, works on backend development
  - Pierre
    - Paris, cofounded the ngo, worked on all versions of the mobile app (3 already !)
  - Virginia
    - joined OFF since January, long time Yuka user, saw the project through the packagings project from ADEME
  - Gregor
    - from Germany, living in Montpellier in France
    - product management / UX
    - was looking for French project, in UX
  - John G.
    - UK - long developer experience - contributing on server side and more
  - John L.
    - New York, just discovered the project
  - Justine
    - software developer, learnt about OFF through employer Wemanity
  - Olivier
    - super curious about the project
    - trains as a lawyer, works as a legal facilitator & consultant
    - Switzerland
  - Bugra
    - Turkey
    - building a vegan application
  - Lauren
    - Chicago, brand new to OFF
    - Java dev + frontend developer
  - Filip
    - Ghent (BE)
    - collecting food surplus - 4-5t each weeks
    - wants to contribute to tackle food waste
  - Pierre Louis Bresson (issue to accept in meeting)
- Introduction
    - 2 months to build together a vision for the next version of the app
      - get many users to have more impact / more weight to producers to send their data
      - bring more value to our users
      - try to help foster changes in habits
    - Steps and calendar

- Brainstorming session
    - [Six Thinking Hats](#) method → today we concentrate on Green (new ideas) but first part was blue
    - 2 minutes presentation of OFF app
      - app started in 2012
        - collect photos and data for food products
        - display the information
        - added Nutri-Score
      - 2nd version
        - native Android and iOS, with different code bases
        - edition to be able to get scores
      - third version:
        - one codebase for all environments
        - better UX + flexibility on displayed information
        - driven by the server API to display the same experience as the website
    - Open questions (15 minutes if needed)
      - questions can be asked also later on Slack #mobile-app, and on the forum
      - what problems do we want to solve
        - initial: gathering data / computing scores (so that we have snowball effects)
        - The virtuous circle of food transparency
- 
- what users we already have
    - french / spanish / germany / and others (lately romania)
    - app massively translated
    - people who care for health, ecology, allergies, etc.
  - what feedback we have
    - app store feedbacks, in app feedback
    - matomo analytics, work in progress
  - data source:

- most of it: mobile crowdsourcing (our app or other re-using app)
  - some producers provided data
  - USDA (some times ago)
  - we use a lot of ML to get even more data
- many nutrition facts, some are not on packaging, how do we validate ?
  - we have a dedicated data quality efforts #data-quality (on slack)
  - facets to find issues
- how does OpenFood Facts address the topic of ultra processed food?
  - we analyze ingredients, identify additives, markers of ultra transformation, and compute the NOVA score (using [taxonomies](#))
- Generate new ideas (green hat)
- Excalidraw (white board):  
<https://excalidraw.com/#room=3bd7c53e64fa3466d8fb.6Z408c9GtISimWu95EzjQw>
- Wrap-up: summary of what we did today
- Next steps
  - how to encourage more creative brainstorming
    - we can add more ideas in between the meetings
    - people can also share ideas in writing (e.g. Slack, on the forum etc.)
    - you can write a forum post about a specific idea, and then link it in Excalidraw
    - we can setup new brainstorming meetings with specific communities (e.g. your friends, coworkers, members of an association, users of another app etc.)
  - next sessions will use more hats (black, yellow, red)
    - try to organize the ideas
      - e.g. find ideas that have things in common
  - after that, we can look at the impact of the ideas and their feasibility, gather data etc.
    - e.g. explore 2 or 3 tracks

## Calendar (you can also find these dates on the Open Food Facts Community Calendar & easily add them to your own)

### ***Save the date(s) at a glance***

April 24: Brainstorming session 1st meeting - [18h CET](#)

May 2: Consolidation / Creative meeting #1 - 18h CET

May 10: Consolidation / Creative meeting #2 - 18h CET

May 18: Consolidation / Creative meeting #3 - 18h CET

May 22: Investigating phase: Kick off meeting - 18h CET

*\*User poll period\**: [June 2-19](#)

June 26: Polling presentation meeting - 18h CET

\*Community poll\*: June 27- July 7

July 10-14: Final decision process

Les dates à noter:

24 avril : 1ere réunion de brainstorming - [18h CET](#)

2 mai: réunion de consolidation #1 - 18h CET

10 mai: réunion de consolidation #2 - 18h CET

18 mai: réunion de consolidation #3 - 18h CET

22 mai: phase d'enquête : réunion de lancement - 18h CET

\*sondage utilisateurs\*: 2-19 juin

26 juin: présentation des résultats du sondage - 18h CET

\*sondage communauté\*: 27 juin-7 juillet

10-14 juillet: processus de décision finale

## April

Monday	Tuesday	Wednesday	Thursday	Friday
10 April <b>PHASE 2</b> Communicating on this participative action	11	12	13	14
17	18	19	20	21
24 April <b>PHASE 3 -</b> Brainstorming 1st meeting - 18h CET	25	26	27	28

## May

Monday	Tuesday	Wednesday	Thursday	Friday
1	2 Consolidation meeting 18h CET	3	4	5
8	9	10 Consolidation meeting 18h CET	11	12
15	16	17	18 Consolidation meeting 18h CET	19
22 May	23	24	25	26

<b>PHASE 4 - Investigating - Kick off meeting - 18h CET</b>				
29	30	31		

## June

Monday	Tuesday	Wednesday	Thursday	Friday
			1	2 June User poll start
5	6	7	8	9
12	13	14	15	16
19 June User poll end	20	21	22	23
26 <b>PHASE 5 - Polling Presentation meeting - 18h CET</b>	27 June start of community poll	28	29	30

## July

Monday	Tuesday	Wednesday	Thursday	Friday
3 July	4	5	6	7 July end of community poll
10 July <b>PHASE 6 - Final decision process</b>	11	12	13	14 JULY 🌟 final choice made public

## Details of the process

We propose the following achievements and planning:

## Phase 1 — defining the project

- ☒ This is the page you are reading 😊

## Phase 2 — announcing the project

In this phase, we invite everyone to read this page and save the dates for future events. At the end of this phase, we would like to gather hundreds of contributors motivated to participate, and who have already booked their agenda to do so.

What can I do?

- ☐ participate by spreading the word on forums / groups that could be interested
  - ☐ **you can share [this blog post](#) or this [current forum post](#)**
- ☐ possibly present Open Food Facts to other potential participants — (see [presentation kit](#))
- ☐ show my interest by posting on this current forum thread: what would I like to do?  
What particular skills can I bring?

## Phase 3 — Brainstorming

This is the creative phase. At the end of this step, we should have 3 to 5 potential directions for developing the application.

We meet, write, discuss ideas and build a collective map where we group and merge ideas.

- ☐ We will start with a [first online meeting on April 24th](#), to launch the project: it will be the first creative workshop to sketch some ideas.
- ☐ Everyone can contribute to more ideas by running local or online meetings, or just writing her/his thoughts. Every idea is reported on a white board with a link to add more detail. During those brainstorms, we do not criticize ideas (either positively or negatively), the only questions that can be asked are to clarify the meaning.
- ☐ A specific team is constituted for curation of the white board, they read every proposal, possibly ask for more precision and try to group ideas that have something in common.
- ☐ Every week we will have a consolidation meeting where we review the current state of the whiteboard with a four steps process:
  - ☐ the curation team explains the state of the whiteboard (merged ideas, big groups, eventual outsiders),
  - ☐ followed by a round of positive critics,
  - ☐ followed by a round of negative critics,
  - ☐ and closed by a round of feeling and emotions
- ☐ The last meeting on **May 18th** proceeds as the previous but with a last step to decide the 3 to 5 directions that would be selected for the next phase.

## Phase 4 — Investigating each idea - team based

In this phase, we want to build 3 to 5 concrete projects based on the selected ideas. 3 to 5 teams will explore the ideas: write users' stories, maybe sketch mock-ups, but also reflect on the project's impact, market fit, success factors, risks, macro-planning, etc.

This phase will also produce **metrics** thanks to a dedicated survey, built by each team with the help of the Open Food Facts permanent team.

The achievement of the phase is a presentation of each idea using a dedicated framework, including a 5 minutes pitch.

- ☐ Weeks 1 and 2: online meetings of the teams.
- ☐ End of week 2: questions for the survey.
- ☐ Week 3: launch of the survey.
- ☐ End of week 4: presentation of the ideas.

## Phase 5 - Polling the different potential directions

Based on the previous phase, we want to survey everyone who is part of the community to help choose the right vision.

This survey will be consultative, advisory and qualitative.

- ☐ A meeting on **June 26th** presents the results of the previous phase.
- ☐ An online form enables everyone to give their opinion. We will concentrate on understanding enthusiasm for each direction, eventual blocks or additional ideas that may complement it.

## Phase 6 - Final choice

We hope that this process will lead to a shared vision, and maybe a consensus will arise naturally. This may be a direction from phase 4, or maybe a combination of some of them with some adaptations.

In case we have to decide between one or more competing ideas with no clear consensus, the Board's members of the Open Food Facts association will be solicited to decide.

Anyway, whatever direction we choose, we're an open source project and all ideas and projects can find their ways.

## Communication - to do :

- ☒ ~~Share news on Make Sense :~~  
<https://jobs.makesense.org/fr/community/impact/appel-a-participation-pour-dessiner-app-open-food-facts-de-demain-SsgViiJoGdoAY6G38C9i>
- ☒ ~~Slack des Arches ?~~  
<https://lesarchescitoyennes.slack.com/archives/C04NXMFJCN4/p1681403469203349>



- ☒ slack data for good:  
<https://data-for-good.slack.com/archives/CBV0SE5PW/p1681464547593549>
- ☒ ~~Post LinkedIn~~ to share (everyone can)
- ☒ share on Insta, FB, Twitter, Wiki
- ☒ Prepare newsletter in SendinBlue
- ☒ Translate the [blog post](#) in French
- ☒ share the FR blogpost (once translated) on linuxfr.org  
<https://linuxfr.org/news/appele-a-participation-pour-dessiner-l-app-open-food-facts-de-demain>
- ☒ soumettre la dépêche et attendre sa modération
- ☒ regarder si on peut share sur framasoftware sur contribulle.org  
<https://contribulle.org/projects/98>
- ☒ propose as a mission on vendredi  
[https://app.vendredi.cc/association/open-food-facts/missions/47070/?bar\\_tab=home](https://app.vendredi.cc/association/open-food-facts/missions/47070/?bar_tab=home)
- ☒ post on flutter slack and android / ios slacks
- ☒ mettre l'annonce sur le README projet de smooth\_app (et une issue pour notif)
- ☐ envoyer à nos partenaires institutionnels: SPF, Ademe, Bayes Impact ? ... ([see more](#))
- ☐ envoyer à ShareIT + Latitudes + Ashoka
  - ☒ shared in Latitudes Slack:  
<https://tfg-enthusiasts.slack.com/archives/C02QDQNTXN3/p1681470659604699>
  - ☒ sent to Share it, proposed a brainstorming session with them
- ☐ Tableau blanc + ajouter les suggestions par mail ( qui ?)
- ☒ Poster sur Groupes d'intérêts UX/UI LinkedIn

Forum post:

<https://forum.openfoodfacts.org/t/towards-1-million-users-and-beyond-for-open-food-facts-mobile-app/190>

FR Blogpost:

<https://blog.openfoodfacts.org/fr/news/objectif-un-million-d-utilisateurs-et-plus-pour-lappli-mobile-open-food-facts>

Eng Blogpost:


<https://blog.openfoodfacts.org/en/news/towards-1-million-users-and-beyond-for-open-food-facts-mobile-app>

mobile app

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### Notes meeting #3 10/05

John L. Would be nice to have another way of recognising a product other than the barcode.

Chloé works for Cisco (product manager) : a recurrent problem is two barcodes (box then actual product)

Company creates their own numbers that don't match

Barcodes can be a limit to retrieve information.

Chloé: Prices of items, by taking photos of receipts.

Share and learn recipes using ingredients, leveraging the foodie community ("techy")

Ex. Vegan meat, how to use it in my week menu, get inspiration

"Favorites": was a popular feature, in addition to Lists

Ben (Germany):

Shopping receipts photos so that it frees people from scanning eat time.

Calculate

Gregor:

Question he asks daily “what can I eat today that’s vegan & healthy” → would be helpful to have plans or specific lists

John L. Community contributed search filters (ex. Keto, low carb, vegan)

Gala: could be a localised filter too (What people like in “my area”), “les bons plans”

Alex: facets are currently not user-friendly

Charles: using organisation feature for bigger groups, restaurants, extended families, office (shared lists, specific groups - private or public, features dedicated to places for stocking)

Emeline: Inventory feature (whether a pantry, fridge)

Gala: virtual fridge, possibility for others to subscribe to someone’s fridge

B2B usages

Chloé can think of revenue-driving solutions but...

App remains free / independent of industry

John: B2B path: Submission, curation & maintenance (between vendors and buyers good information is wanted)

Marius: OFF can be a **trust & transparency reference** thanks to the Pro Platform, then verified by the contributors

Alex: could be noted when a data is “Provided by Producer”

Marius: Small “learning journeys” apps that use the base (no code apps) to get more people using the database

Classes teaching how to build a no code app, educational tool

Gamifying adding product information, monthly challenges  
(would need more in-app rewards )