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## Providing Informative Nutrition Facts for Food Ordering

Xinru Yang

Mingtong Wu

Xingyue Chen

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## **Providing Informative Nutrition Facts for Food Ordering**

### **ABSTRACT**

Online food ordering services provide little to no information regarding nutritional facts. This makes it difficult for customers to make decisions based on their nutrition and health needs. This disclosure describes an online food ordering service that provides users the nutritional facts of a food item prior to order placement. The information is provided via a suitable user interface of a website or app that enables the user to drill down further to obtain more granular information. If the user permits, prior orders of the users are used to provide periodic feedback regarding eating behavior and nutritional intake.

### **KEYWORDS**

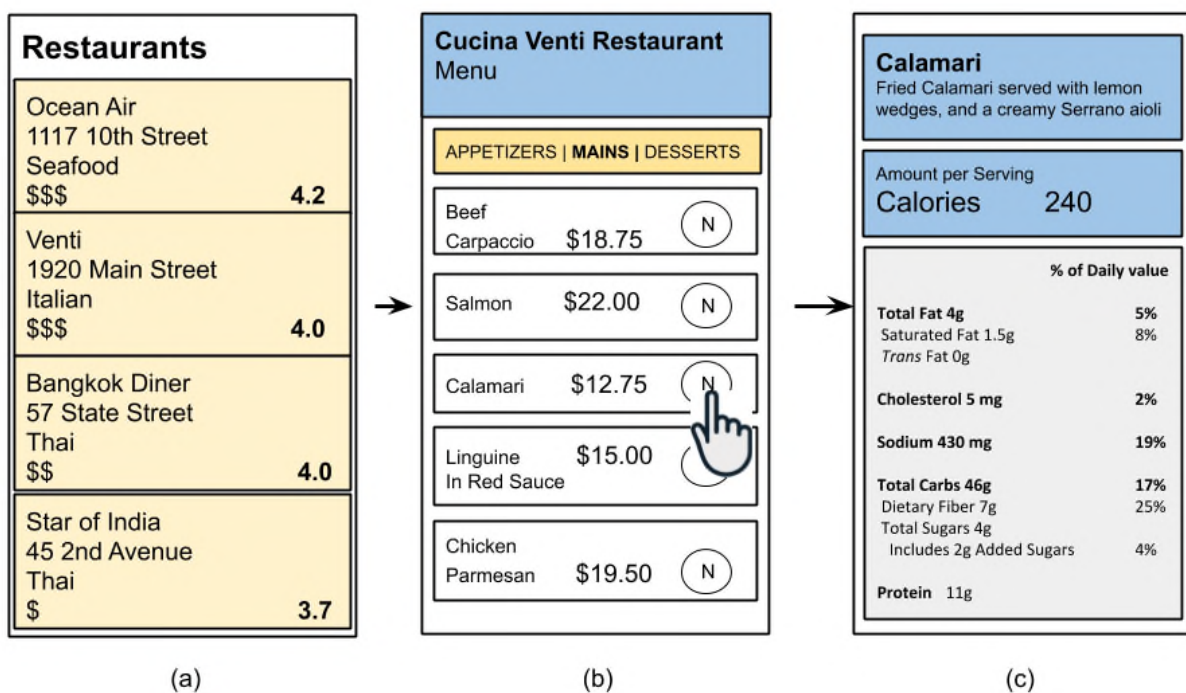
- Food ordering
- Food delivery
- Food label
- Nutritional information
- Diet report
- Food report

### **BACKGROUND**

Online food ordering services that enable users to order from a variety of restaurants, virtual kitchens, etc. provide little to no information regarding nutritional facts of the food items provided. While some restaurants provide limited information such as total calories or allergens, such information is often insufficient for customers to make decisions based on their nutrition and health needs.

DESCRIPTION

This disclosure describes an online food ordering service that provides users the nutritional facts of a food item prior to order placement. The information is provided via a suitable user interface of a website or app that enables the user to drill down further to obtain more granular information. If the user permits, prior orders of the users are used to provide periodic feedback regarding eating behavior and nutritional intake.



**Fig. 1: Example of food ordering process**

Fig. 1 illustrates an example of a food ordering process per techniques described herein. As shown in Fig. 1(a), when a user activates a food ordering application or website, a list of restaurants is displayed. As shown in Fig. 1(b), upon user selection of a particular restaurant, the restaurant menu is displayed. A badge, e.g., “high protein,” “low carb,” etc. can optionally be provided when such data is available.

The user is enabled to select (shown as touch input) individual dishes to drill down on the nutritional information, as shown in Fig. 1(c). If the restaurant does not provide in-depth nutritional information, approximate information is obtained via one or more techniques. For example, a standard database of nutrition facts can be accessed via an API to obtain such data based on the name (and optionally, weight) of the dish. Such databases are available, e.g., via nutrition information providers, fitness tracker products, or providers of web indexing/ search services. Further, an interface can be provided that enables restaurants and other providers to upload nutritional information.

YOUR MONTHLY FOOD REPORT	
You ordered from 5 places this month ....	
<ul style="list-style-type: none"> <li>- 2 of them are new</li> <li>- 3 of them are Italian</li> <li>- 4 of them are within 5 miles of your home</li> </ul>	
You opted out of peanut sauce every time. Should we stop showing dishes with peanuts in them?	
+ <a href="#">Dietary Restriction?</a>	
Dishes you ordered the most are	
<ul style="list-style-type: none"> <li>- Chicken Parmesan</li> <li>- Linguine with Red Sauce</li> <li>- Grilled Calamari</li> </ul>	
And here is your Nutrition Summary ....	
Protein	28 g
Sugar	85g
Fiber	62 g
Carbs	40 g
Fat	35g
You need more Protein!	Reduce Sugar Intake!

**Fig. 2: Example food report**

The user can optionally enable additional features such as storing information of food orders and corresponding nutrition intake. If the user permits, such information is analyzed to generate and provide a period food report with feedback on various aspects of their orders, e.g.,

nutrition summary, allergies, distance to restaurants ordered from, etc. User data is stored securely upon specific user permission. The user can select to not store such data or to store such data locally on a user device. Fig. 2 illustrates an example of a monthly food report. The report can help the user with their nutritional goals, e.g., diet, protein intake, allergies, etc. and to obtain information regarding their food ordering habits.

Further to the descriptions above, a user is provided with controls allowing the user to make an election as to both if and when systems, programs or features described herein may enable collection or storage of user information (e.g., information about a user's food orders, a user's preferences, or a user's current location), and if the user is sent content or communications from a server. In addition, certain data is treated in one or more ways before it is stored or used, so that personally identifiable information is removed. For example, a user's identity may be treated so that no personally identifiable information can be determined for the user, or a user's geographic location may be generalized where location information is obtained (such as to a city, ZIP code, or state level), so that a particular location of a user cannot be determined. Thus, the user has control over what information is collected about the user, how that information is used, and what information is provided to the user.

## CONCLUSION

This disclosure describes an online food ordering service that provides users the nutritional facts of a food item prior to order placement. The information is provided via a suitable user interface of a website or app that enables the user to drill down further to obtain more granular information. If the user permits, prior orders of the users are used to provide periodic feedback regarding eating behavior and nutritional intake.