



BITEWISE

Complete Nutrition & Meal Planning Platform

Combining calorie tracking, AI-powered food recognition, recipe recommendations, automated meal planning, and health progress reports in one intelligent mobile application



Hybrid AI Architecture

Local on-device model with cloud fallback delivers fast, accurate food recognition even without internet.

- ▶ 89% recognition accuracy
- ▶ Privacy-first on-device inference
- ▶ ~500 ms recognition speed



Automated Meal Planning

Generate a full 7-day plan for Balanced, High Protein, Weight Loss, Vegetarian, or Keto diets in one tap.



Grocery List

Auto-generated shopping lists from your meal plan with ingredient aggregation and easy check-off.



Food Logging

Log meals in seconds using multiple methods with real-time macro tracking against your daily targets.

- ▶ Manual text entry
- ▶ Camera-based AI recognition
- ▶ Barcode & QR scanning



Dine-Out Assistant

Find restaurant meals that fit your calorie budget with location and cuisine filtering.



Smart Nutrition Targets

Personalized daily calorie and macro goals calculated from your BMR, TDEE, activity level, and health objectives.

- ▶ Weight loss, maintenance, or gain
- ▶ Macro split auto-adjusted
- ▶ Re-calculated as you progress



Three Personalized Profiles

Choose your mode to unlock tailored recommendations aligned with your lifestyle and goals.

- ▶ Athlete — performance & macros
- ▶ Health-Oriented — balanced wellness
- ▶ Meal-Prep — batch cooking focus



Food Alternatives

Smart healthier ingredient swap suggestions based on your nutritional profile and goals.



Today's Menu

Smart recipe suggestions built around your remaining calorie budget, dietary preferences, and ingredients on hand.

- ▶ Adapts to calories remaining
- ▶ Filters by dietary preference
- ▶ One-tap add to food log



Curator Content

Expert blog posts, snacking tips, and nutrition advice from verified content curators.



BMI & Body Metrics

Track weight, BMI, and body measurements over time with visual progress charts.



Progress Reports

Comprehensive nutrition and health summaries so you can see trends and stay on track.

- ▶ Daily, weekly & monthly views
- ▶ Weight & BMI tracking
- ▶ Macro trend graphs



Health Diary

A private, judgment-free space to document your fitness journey, milestones, and how you feel each day.

- ▶ Daily mood & energy check-in
- ▶ Goal setting & celebration
- ▶ Searchable entry history



Recipe Library

Explore, save, and create recipes that match your goals — powered by curated and community content.

- ▶ 300+ curated recipes
- ▶ Custom recipe builder
- ▶ Filter by macro targets



Community Features

Share recipes and meal plans without the comparison culture of traditional fitness apps.



Steps & Activity Tracking

Monitor daily steps and activity to balance calorie intake with calories burned.



Two-Tier Database Architecture

MongoDB cache layer + Open Food Facts API fallback reduces lookups by 70% and enables offline food database access with seamless cloud sync.



AI-Powered Recognition



Personalized Planning



All-in-One Platform



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