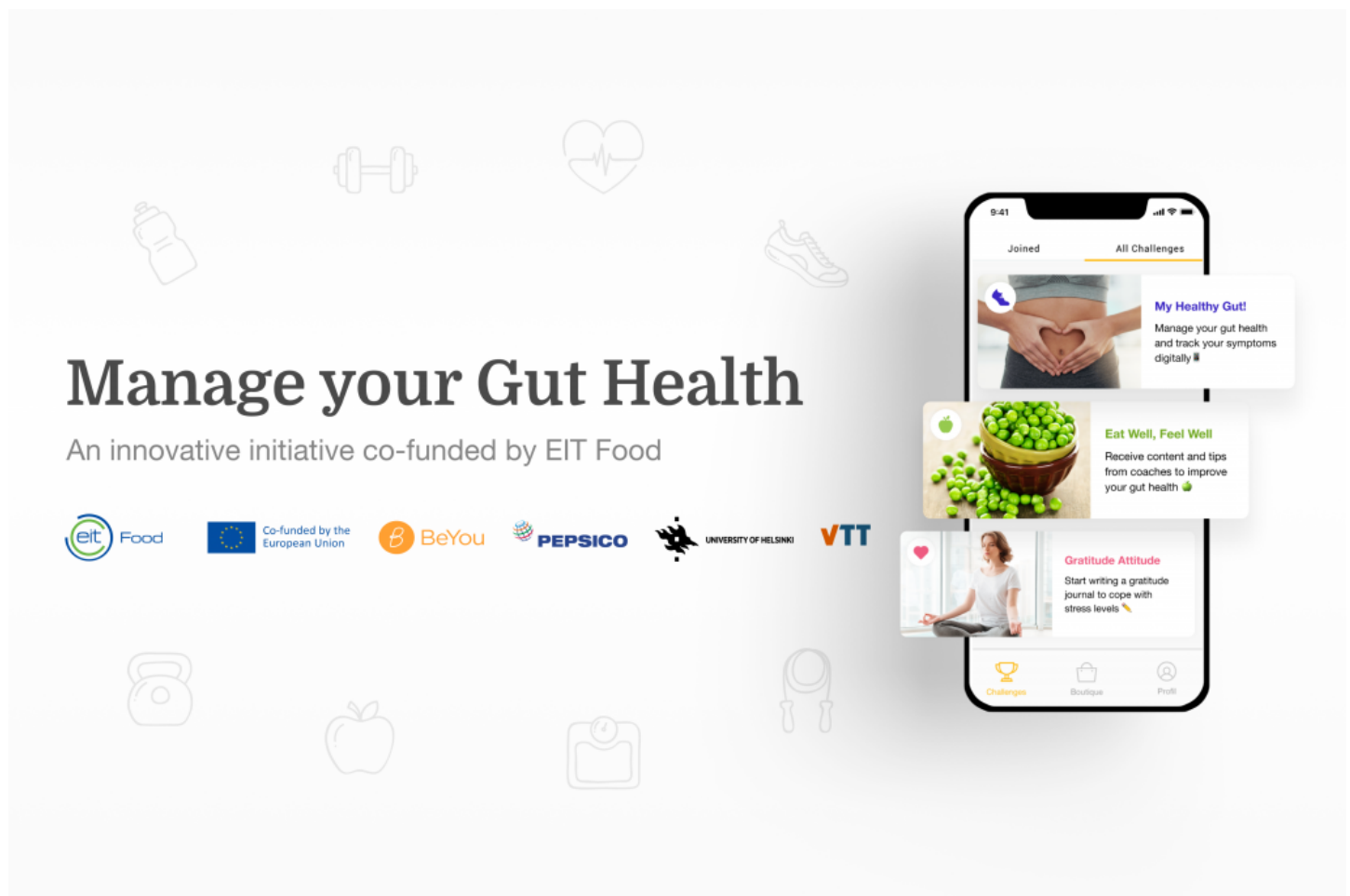


BeYou joins forces with EIT Food in creating a digital tool that promotes consumer appetite for legume-based foods.



Barcelona, Spain Dec 17, 2021 ([Issuewire.com](https://www.issuewire.com)) - We humans do not have to consume meat during every meal. Our health will not perish if we skip on meat every now and then. In fact, eating too much meat can lead to deteriorating health.

The operations of factory farms, which now produce most of the meat that we consume, have been threatening the overall health of our planet. Large populations of livestock at farms produce a considerable amount of greenhouse gases in the form of excreted methane. Furthermore, they require intensive volumes of water and animal feed and then produce excessive amounts of animal waste. If people were to cut back on their demand for meat as food, even by just a bit, we will see a measurable reduction in greenhouse gas emissions.

"Most people don't realize what a huge impact their diets have on the environment. Plant-based diets or those that reduce or eliminate animal products can help you make a major impact on your carbon footprint. Additionally, plant-based diets have been shown to reduce the risk of certain types of cancers, improve colorectal health, aid in the management and prevention of Type II diabetes, and reduce the risk of developing heart disease." [Emma Ek](#) - Product Manager, [BeYou](#)

We have always had alternative sources of equally nourishing foods. The most obvious are plants, particularly legumes. It is just unfortunate that, until recently, a significant portion of consumers have been avoiding legumes. The primary reason is that their consumption may lead to experiencing intestinal discomfort. This is due to the presence of oligosaccharides and phytate, intrinsic substances that are prevalent in the bodies of at least a third of the people in western populations.

Co-funded by EIT Food, the LeguComf project: **Innovative tools to produce legume-based foods for increased consumer acceptance**, aims to produce legume-based foods that are tolerable (if not appealing) to all consumer groups. Initiated in 2020, this project involved developing and testing enzyme-aided methods for treating legume raw materials. EIT Food provided the needed co-funding and [BeYou](#) developed a symptom-checking solution for use by consumers participating in clinical trials.

LeguComf continued to enjoy EIT Food funding in 2021, this time producing and testing new legume-based food prototypes with reduced amounts of those substances that tend to cause intestinal symptoms. BeYou rolled out an easy-to-use mobile app that assisted consumers in recognising foods that could cause intestinal discomfort. They also received personalised nutritional advice through the mobile app.

BeYou leveraged its technology platform to develop a scientifically reliable diagnostic tool in the form of a customised mobile application that enables users to make better food choices. This was a major step towards promoting new, gut-friendly legume-based foods in the market.

Using a combination of gamification algorithms, coaching, social community involvement, and incentives, BeYou conceived of a gamified challenge [Manage your Gut Health] that helped participants track observed patterns and sensations when testing certain food prototypes during clinical trials. It involved a sophisticated symptom-checker and provided health-related content from certified professionals in the form of tips, recipes, and suggested meal plans.

Furthermore, BeYou led the co-creation design, which was later carried out by the University of Helsinki in Finland. The co-creation was developed using user qualitative research approaches such as diary studies to understand user behaviours, activities, and experiences over time. It assisted in identifying their pain points to manage their digestive health issues. Participants were encouraged to pursue their goals by receiving rewards for achieving those goals. This ultimately resulted in participants eating more legumes while enhancing their digestive health. We were happy to see participants engaged in the experiment, committed to achieving their health goals, and were managing their digestive symptoms with the help of coaching, community support, and rewards.

BeYou, on the other hand, continued to develop another co-creation in Spain following usability testing to collect both qualitative and quantitative inputs from users. Attitudinal and behavioural user experience research approaches helped us analyze key analytics metrics to guarantee that future improvements solve our users' problems and fulfil their needs.

"It is critical to identify human factors and ergonomics before jumping to conclusions and designing solutions. Following that path will result in the creation of a bespoke experience for all people. Accordingly, the product solution will benefit both the business and the people." [Merehan Elamrosy](#) - Product Designer, [BeYou](#)

[Abir Mehawej](#), co-founder and director of BeYou, indicated: "At BeYou we are excited to be part of the EIT Food network and to work with industry leaders PepsiCo, University of Helsinki, and VTT on a project that we feel can truly make an impact in personalised nutrition and innovation in the food

industry.”

We thank EIT food and our project partners for trusting us at BeYou and allowing us to continue improving our innovative digital platforms in personalised nutrition, which have always aimed to enhance the health and wellbeing of consumers. More information about the project and partners can be found here: [link](#)

Media Contact

BEYOU

business@beyouapp.com

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