# Simple app emerges as a digital ally for weight loss



Recent discussions around diet and fitness have highlighted the challenges individuals face in maintaining weight loss amidst the temptation of convenient but unhealthy food options. With a burgeoning interest in digital health solutions, the weight loss app Simple has surfaced as a potential ally in the battle against excess weight, especially with a current promotional offer that provides a notable 60 per cent discount available through the use of the code REACH60.

Simple, typically priced at £29.99, is currently available for £17.99. The app leverages artificial intelligence, specifically a feature known as Avo, to guide users through personalised diet and fitness plans. The app's user-friendly approach begins with a brief ten-minute quiz, designed to assess lifestyle variables and suggest tailored dietary adjustments. This convenience is particularly appealing given the time constraints many face when preparing healthy meals.

In a personal account led by an individual who successfully lost three stone and two pounds—equivalent to 20kg or 44lbs—through methods similar to those advocated by Simple, the transformation was driven by a confluence of personal upheaval and a commonly shared anxiety surrounding weight management. With a height of 6ft 1 and an initial weight of 115kg, the user described a descent into comfort eating, particularly as significant life changes approached, including turning 30, a milestone often associated with reflections on personal health and fitness.

After engaging a personal trainer and adopting a regime centred around intermittent fasting, the individual found themselves not just losing weight but also rejuvenating their overall physical condition. Their experience provided a unique lens through which to evaluate the Simple app, especially its role in complementing more traditional weight loss methods.

A detailed examination of the app reveals a focus on intermittent fasting, a dietary practice that does not suit everyone and should only be approached with medical guidance. However, for many looking to lose weight, this approach can be effective. The user's implementation of a 16:8 fasting schedule—where meals are consumed during an eight-hour window each day—was integrated seamlessly into their routine. According to the individual, the morning fasting period furnished them with an energy boost, which was critical given their work commitments.

The app stands out in its ability to personalise recommendations based on user preferences regarding fasting durations and activity levels, with the AI coach suggesting options to foster an adaptable approach to meal planning. Although it effectively nudges users towards accountability with reminders and task tracking, there remains an opportunity for enhancement regarding sourcing and referencing advice—a feature that could add credibility to its guidance.

Notably, the food tracking element utilised within the app is designed to simplify logging meals, which for many can be an arduous task. Unique features include meal photo recognition—where users can take pictures of their food for easier logging—as well as nutritional scoring to assist in making health-conscious choices. The individual reported that while the app was adept at identifying various food items, some misclassifications did occur, requiring users to manually correct entries.

Avo's capabilities extend beyond simple logging; it can also generate meal suggestions based on available ingredients and analyse restaurant menus to recommend healthier dining options. For example, while dining in Soho, the app was able to parse through a menu to offer alternatives conducive to a dietary plan, although it did occasionally suggest less healthy items which required discernment from the user.

In summary, while the Simple app cannot entirely replicate the interactive and adaptable qualities of a personal trainer, it serves as a viable tool for individuals seeking guidance in their dietary and fitness journey. The blend of educational resources, meal planning, and user-friendly technology represents a promising entry point for many looking to embark on or maintain a weight loss journey. With ongoing feedback and improvements, the app offers potential for a significant impact in the realm of digital health solutions.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.everydayhealth.com/diet-nutrition/simple-life-app-review/> - This article discusses the Simple app's features such as AI coaching, food tracking, and intermittent fasting, which aligns with the article's description of the app's personalized diet and fitness plans. It highlights the app's user-friendly interface and prospective benefits for weight loss.
* <https://apps.apple.com/us/app/simple-weight-loss-coach/id1467720176> - The App Store page details the Simple app's features, including Avo Vision for meal planning and nutrition feedback, which supports the article's mention of personalized meal suggestions and nutritional guidance.
* <https://pmc.ncbi.nlm.nih.gov/articles/PMC11091450/> - This research article discusses the effectiveness of the Simple app in facilitating weight loss through intermittent fasting, providing evidence for its impact on users' weight management goals.
* <https://www.everydayhealth.com/diet-nutrition/intermittent-fasting/> - Although not explicitly mentioned, Everyday Health is a reliable source that often discusses the benefits and methods of intermittent fasting, which is central to the Simple app's approach.
* <https://www.healthline.com/nutrition/16-8-intermittent-fasting> - This article provides insight into the 16:8 fasting schedule mentioned in the article, explaining its benefits and potential impact on users similarly to how the Simple app supports such routines.
* <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7617389/> - While not specifically about the Simple app, this article discusses mobile health apps as effective weight management solutions, aligning with the broader context of digital health solutions and their potential for personalized weight loss.