# Weight loss app Simple offers essential support for healthier eating



The journey of weight loss is often laden with challenges, especially as tasty but unhealthy food choices tempt individuals away from their goals. For many, the convenience of grabbing indulgent snacks like cookies for a reasonable price outweighs the effort needed to prepare healthier meals. However, technology now offers a potential solution in the form of weight loss apps designed to provide nutritional guidance alongside meal planning.

One such app, Simple, has recently made headlines with a promotional offer. It is available at a discounted price of £17.99, down from its usual price of £29.99, with a promotional code 'REACH60'. This AI-powered application aims to help users follow a personalised diet and fitness plan tailored to their individual needs.

A recent user of the app shared their experience, detailing a significant transformation involving the loss of three stone and two pounds (approximately 20kg or 44lbs) over eight months. This person, who had previously been classified as overweight at 115kg and 6ft 1 tall, decided to change their lifestyle following a tumultuous year marked by personal upheaval, including changing homes and starting a new job. Their predicament was compounded by a penchant for comfort during a transitional phase of life, leading to weight gain.

After recognising the need for a change, the individual sought the assistance of a personal trainer and adopted a structured diet that included intermittent fasting—specifically a 16:8 eating schedule which allowed them to consume food during an eight-hour window each day. Upon trying out the Simple app, which operates under similar principles of intermittent fasting, they were able to complement their training with further nutritional insights.

The first step in using the app is to complete an initial quiz that assesses the user's lifestyle, goals, and current activity level. Based on this, the app recommends a fasting duration that suits the user. For the reviewer, the suggested 16:8 method aligned with their existing routine, enhancing their energy levels prior to meals.

Beyond fasting guidance, Simple functions as a food diary and workout planner. Users can log meals by taking photos, which simplifies tracking dietary intake. The app aims to recognise various foods and provide a nutritional score for meals consumed. While there was some misidentification of food types, such as confusing Greek yoghurt with cream, the interface was user-friendly and easy to correct.

Another notable feature of the app is its ability to generate meal enhancement suggestions based on the ingredients users have, potentially streamlining dinner preparations. The reviewer also appreciated the app's function of analysing restaurant menus, which can be a particularly useful asset in choosing health-conscious options when dining out.

Despite its strengths, the app does have limitations inherent to AI—lacking the nuanced judgement and adaptability of a human trainer. It appears especially beneficial for beginners needing a structured approach, while more advanced users may require additional support.

In summarising the experience with Simple, the user expressed satisfaction with its ability to promote accountabilities, such as meal plans and motivational guidance. Consequently, the app has been positively received as a viable tool for those embarking on their weight loss journeys, facilitating a transition to healthier eating patterns. They plan to continue utilising the app, finding it invaluable for maintaining motivation and exploring new dietary options.

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

## References

* <https://www.thespruceeats.com/best-meal-planning-apps-4766812> - This article supports the idea that meal planning apps are effective tools for weight loss by featuring apps like PlateJoy, which offers personalized meal plans tailored to users' dietary needs and goals. It highlights the importance of apps in providing nutritional guidance.
* <https://www.healthline.com/nutrition/best-meal-planning-apps> - This article lists several meal planning apps that help with weight loss and healthy eating, emphasizing the use of technology for personalized nutrition and meal planning, similar to the features of the Simple app.
* <https://pmc.ncbi.nlm.nih.gov/articles/PMC10436119/> - This study discusses the effectiveness of AI-powered meal planning systems in optimizing nutrition and adhering to dietary preferences, which is relevant to the Simple app's AI-driven approach to personalized diet and fitness planning.
* <https://www.thespruceeats.com/best-meal-planning-apps-4766812> - The article highlights apps like Eat This Much, which, like Simple, incorporates features such as meal planning and calorie tracking to assist in weight loss.
* <https://www.healthline.com/nutrition/best-meal-planning-apps> - This article discusses the benefits of meal planning apps for tracking nutrient intake and staying organized, which aligns with the user experience of using the Simple app for maintaining motivation and exploring new dietary options.
* <https://www.thespruceeats.com/best-meal-planning-apps-4766812> - The article provides insights into the limitations of apps compared to human trainers, similar to how the Simple app, despite its strengths, lacks the nuances of a human trainer.