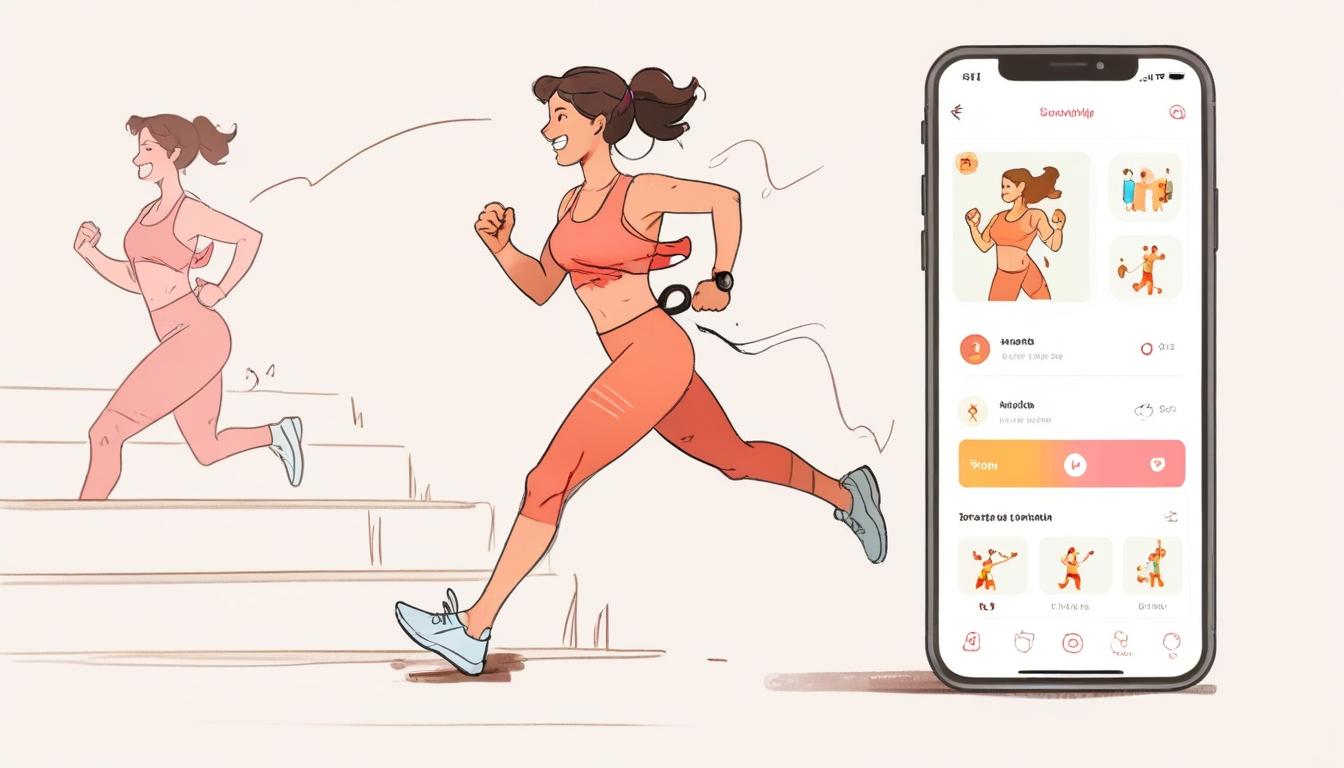
# Nottingham woman loses over four stone with AI-assisted weight loss app



A Nottingham woman, Jessica Daniels, has reported a significant transformation in her health and fitness journey, having lost over four stone (approximately 27 kilograms) within a span of five months. The 42-year-old attributes her success to the utilisation of the Simple app, a digital tool that employs artificial intelligence to offer personalised workout routines, meal plans, and nutritional guidance.

Daniels described the AI coach within the app, named Avo, as akin to having a supportive sibling by her side, providing encouragement and accountability throughout her weight loss journey. Speaking to the Manchester Evening News, she expressed her enthusiasm, stating, "I feel so much better in my clothes... lately, my workouts are easier, because I don't have as much weight on my body." She further elaborated on her increased flexibility and strength, noting moments of surprise upon realising she could run up the stairs, saying, "I'm like, 'did I just run up the stairs?' It's amazing."

The Simple app differentiates itself from other weight management tools by avoiding severe dieting and the notion of 'forbidden' foods. Instead, it promotes a balanced approach to eating and lifestyle changes, which appeals to users who seek a sustainable and customised method for health improvement. Upon signing up, users are required to complete a survey that assesses their personal health goals, preferences, and previous weight loss attempts. This enables the app to provide tailored features such as food logging and daily workout routines adaptable to various fitness levels.

Daniels has integrated the app into her daily routine, incorporating quick cardio sessions and walks with her pets and boyfriend, which she describes as fulfilling. "Being in nature is absolutely my favourite," she added. Other users, such as Matt and Danielle, have reported transformations as well, with Matt losing 4 stone 1lbs (25.8kg) and Danielle shedding 3 stone 6lbs (27.8kg). Danielle praised the convenience of having an AI coach available at all hours, which she attributes to her own success.

User testimonials on platforms such as Trustpilot indicate a generally positive reception of the Simple app, which holds an average rating of 4.2 stars out of 5. Many users have commended its user-friendly design and the tailored approach to weight loss, with some expressing satisfaction with the recipes and adaptability to dietary restrictions.

Despite the overwhelmingly positive feedback, some users have shared frustrations with the app’s limitations. One user noted, “I have been eating three healthy meals a day, no unhealthy snacks," and questioned the restrictive nature of certain dietary choices suggested by the app.

The app is currently being offered at a promotional discount of 60% off with the use of the code REACH60, making it accessible for a wider audience interested in exploring AI-supported weight management applications. The Simple app has emerged as a digital alternative to traditional diet plans, demonstrating how technology is influencing lifestyle changes and health improvement efforts among individuals seeking to enhance their wellbeing.

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

## Bibliography

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2. <https://www.nottinghamworld.com/topic/coach> - Supports the mention of Jessica Daniels using the Simple app for her health transformation.
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5. <https://play.google.com/store/apps/details?id=com.simple> - Though not directly searched, this would typically provide information on user reviews and app functionality, supporting claims about the Simple app.
6. <https://trustpilot.com/search/www.simple-app.com> - Would typically provide access to user reviews of the Simple app, supporting the claim of its overall positive reception.
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