

# SUCCESS STORY: FOODVISOR

## OUR CLIENT

Keeping track of your diet is time consuming. Why should we write down every item of food we eat when we can simply take pictures of it?



This is the promise of **Foodvisor, an application that, thanks to a single photo of your plate**, recognises the food, its quantities, its nutritional intake and advises you on your diet.

+4 million downloads worldwide.

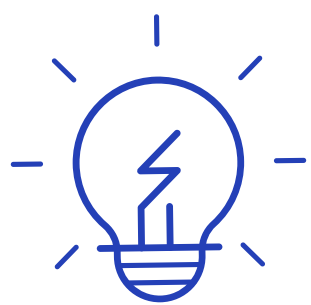
Rated 4.5/5 with +30,000 reviews on the App Store.



To develop the first versions of their food recognition algorithm, **Foodvisor used internal annotation and later on a 100% French crowdsourcing solution.** However, these solutions had the disadvantage of being expensive (for internal annotation) or imprecise (for crowdsourcing) since the annotators could not be trained effectively.

By providing high quality annotated data, we have helped Foodvisor sharpen their food recognition algorithm. The algorithm is now at the cutting edge of what is currently being done in terms of food recognition.

## OUR SOLUTION







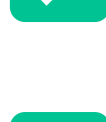
With 10+ experienced annotators including a full-time offshore project manager and a part-time Expert Annotator in France for this project, People For AI is now the reference and the only annotator for Foodvisor.

**However, the task was not easy:** 6 geometric segmentation categories according to the elements present in the plate, 1500+ food classes from the most common to the rarest. Each image is annotated twice (geometric segmentation and food classification) before the review phase by our most experienced labellers.

"To respond to the complexity of this annotation, we have significantly adapted the annotation tool, created an internal training course for our annotators and co-constructed complete annotation guides with the client"

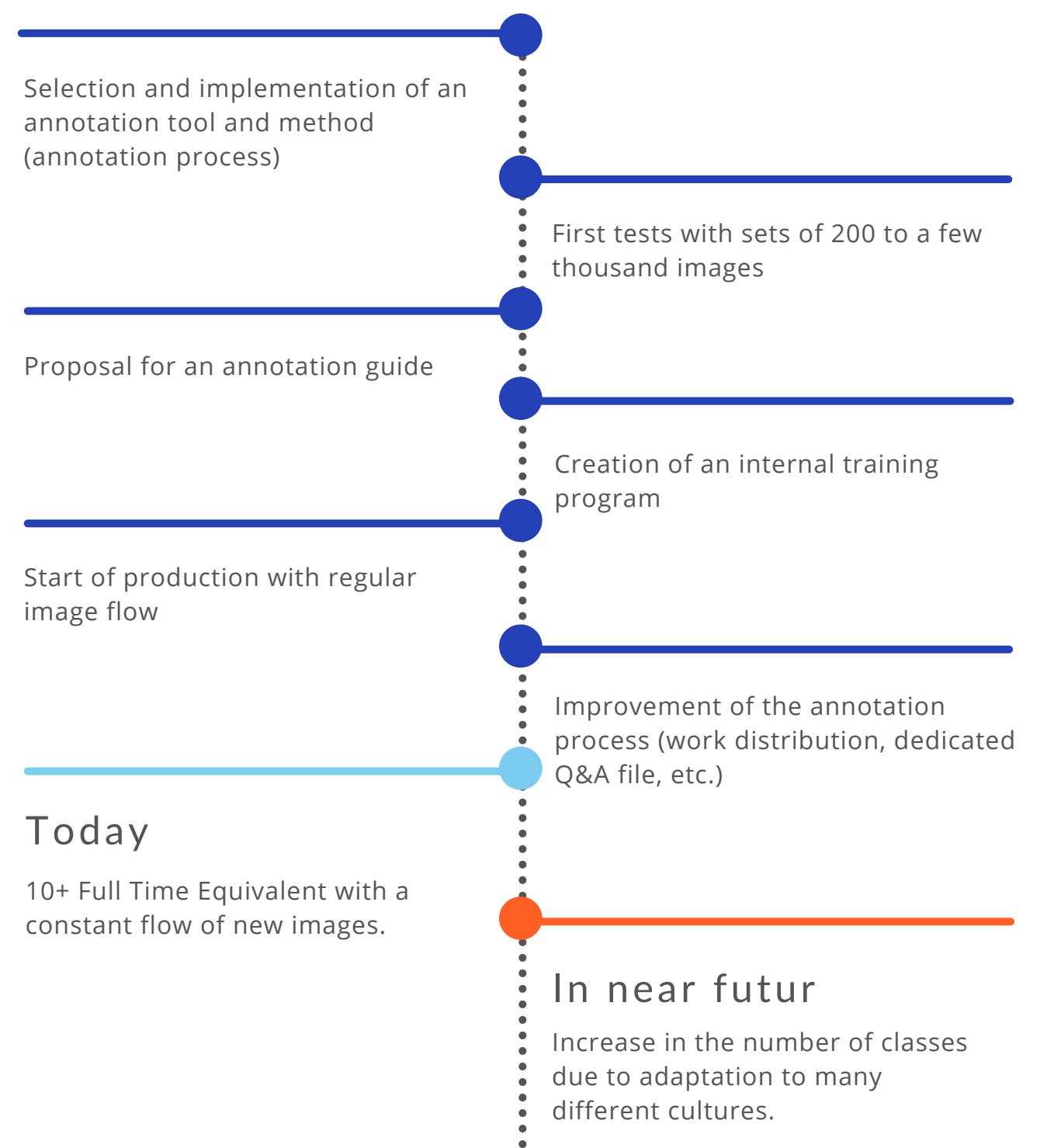
Annotation Expert at People For AI

**So, to help them in this complex project, People For AI has been a pro-active, competent and transparent service provider for Foodvisor:**

-  **No black box effect**, Foodvisor and the team leader in Madagascar have a direct channel.
-  **Precise definition of key metrics**, to objectively monitor the quality of annotation.
-  **Proposal and improvement of annotation guides** in co-creation with the client.
-  **Creation of a training course** for beginner annotators, with lessons and exercises based on reference food images and previous Foodvisor photos.
-  **Creation of an annotation process** dedicated to the client's particular activity: differentiating the segmentation of objects and their classification, setting up a feedback loop and Q/A loop, etc.

Our end-to-end solution has enabled Foodvisor to obtain an offshore team of experienced annotators at a lower cost.

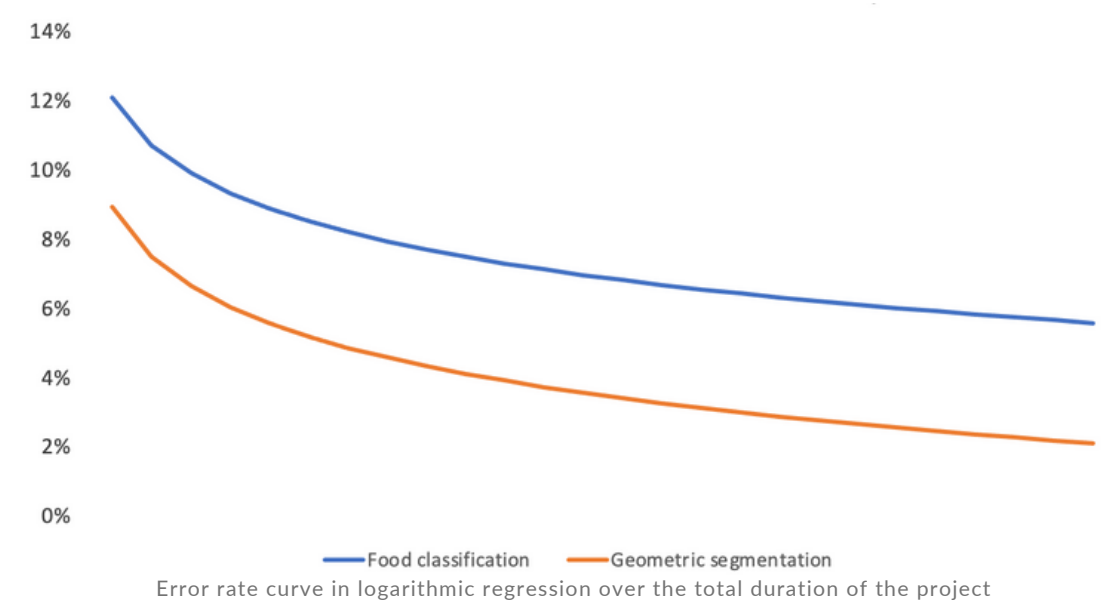
## TIMELINE






Aïoli sauce or béchamel sauce?  
Unleavened bread or pita bread?  
Cheddar cheese or mimolette?

**Our experienced, in-house trained annotators classify an entire plate with an accuracy of more than 94%, even with more than 1500+ food classes to be known.**

## Error rate evolution



## OUR IMPACT

-  **A time saving** of more than 1000 hours per month for Foodvisor.
-  **Considerable cost savings** compared to internal annotation.
-  **A 20% improvement in the accuracy of their algorithm.**

Foodvisor has been able to grow by outsourcing their annotation to a high-quality service provider. Their algorithm now processes hundreds of thousands of meals per month and annotates alone, (i.e. without the help of manual annotation) 90 to 96% of all the pictures.

"Our experience has shown us that the size and organisation of People For AI brings real advantages in terms of quality, reactivity, flexibility and costs, compared to the big players in data labelling."

Yann, Chief Science Officer at Foodvisor