M2 Mini-Report

Karishma Santosh Bhatankar

Iowa State University

Fall 2024

PROBLEM DEFINITION

User Problem:

The primary user problem is the difficulty in maintaining consistent and healthy meal planning due to time constraints, overwhelming choices, and dietary restrictions. Current meal planning solutions fail to offer flexibility, adaptability, and variety, making it harder for users to stick with meal planning routines.

Strategy for Addressing the Problem:

The system will take the form of a mobile app that helps users create personalized meal plans by dynamically adapting to their dietary needs, schedule, and available ingredients. The app will offer real-time adjustments based on user input, ensuring that meal plans are tailored and easy to execute.

At a high level, the app will involve:

- Personalization Algorithms that customize meal plans.

- Real-time data integration to adjust plans based on user feedback (ingredient availability, mood, etc.).

- Recipe diversity to ensure users experience a wide range of meal options, increasing engagement and satisfaction.

USERS

Primary User Group:

- Busy individuals (working professionals, families) who struggle with meal planning and maintaining dietary consistency due to time limitations and personal preferences.

Other Stakeholders:

- Grocery retailers/partners (who can provide ingredient delivery).

- Nutritionists and food brands (who may benefit from partnerships with the app, offering recipes or dietary advice).

- Restaurants (potential partnerships for meal plan integration, promotions).

ANALYSIS

Current Systems Analysis:

- Existing systems: Many current meal planning apps provide static meal plans, limited recipe variety, and fail to account for real-time changes in users' lives. They may also lack features that encourage continued engagement, such as personalized nutrition tracking or culturally diverse recipe options.

System Differentiation:

- Personalized Dynamic Adjustments: Unlike other solutions, the app will adjust meal plans based on real-time feedback (e.g., change in user schedule or mood), ensuring flexibility.

- Diverse and Inclusive Recipes: Culturally diverse meal suggestions will cater to a wide variety of preferences, dietary restrictions, and tastes, which existing apps often overlook.

- Integrated Shopping Lists: Automatically generated, customizable shopping lists will ensure users have the necessary ingredients and reduce the time spent shopping.

MEASURES

Success Criteria:

- Usage Metrics: Track the number of meal plans created and completed, frequency of app use, and engagement with recipe suggestions.

- User Satisfaction: Collect self-reported satisfaction ratings after meal plans, including how easy, helpful, and enjoyable users find the meal planning process.

- Retention Rate: Monitor how long users stay active on the app and whether they return regularly to use the features.

- Health Outcomes: Optional tracking of users' health metrics (weight loss, fitness goals) can provide insight into the long-term effectiveness of the app.

BUSINESS PERSPECTIVE

Monetization Strategy:

- The app could generate revenue through a freemium model:

  - Free tier: Basic meal planning and recipe features.

  - Premium subscription: Advanced features like personalized nutritional guidance, detailed macro tracking, and access to exclusive content.

- Grocery partnerships: Earn affiliate income from grocery delivery services that fulfill shopping lists generated by the app.

- Sponsored content: Food brands and nutrition companies could pay to have their products and recipes featured.

Feasibility and Incentives:

- For partnerships with grocery delivery services, the app could offer an integrated "order ingredients" button for convenience. The incentive for grocery providers would be increased sales and access to a growing user base.

- To ensure participation from nutrition experts or food brands, the app could offer a revenue-sharing model or opportunities to reach a highly targeted audience of health-conscious users.