



Prime Meal

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GOAL

Creation of budget-friendly, time-saving,
and health-conscious meal creation tool



UX design cycle followed

Discover

Market Research
Personas
Surveys
Insights & Constraints

Define

User Needs & Problems
Affinity Diagram

Ideate

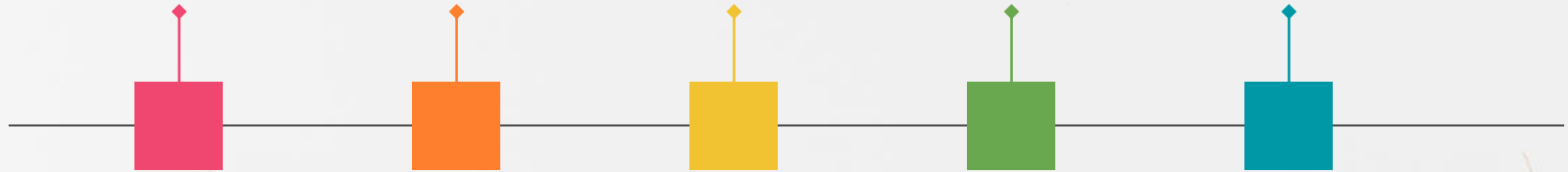
Story Map
Start generating ideas
Quick sketches
Vote on ideas

Prototype

Low fidelity wireframes
Medium and high fidelity
User testing script
Interview Guide

Test

Usability Tests
Gather information
Reiterate
Future possible solutions





Discover

Market Research
Personas
Surveys
Insights & Constraints

Market Research & Survey Questions

Freshman weight gain was 5.5 times the general population^[1]

The image shows a screenshot of a market research process flowchart and a research article snippet. The flowchart is titled "10 Steps to Market Research" and includes steps: Discover, Define, Build, Prototype, Test, and Deploy. Below the flowchart, there is a yellow box with the text "Discover/Research phase". To the right, there is a section titled "Market Research/Existing apps" which includes a link to a MyFitnessPal article and a link to a study on freshman weight gain. The study is titled "What causes the freshman 15?" and discusses factors like limited eating experience, eating late at night, and emotional eating.

10 Steps to Market Research

- Discover**
Learn Center
Market Research
Processes
The process
Essential Steps
to Conduct Market
Research Properly
- Define**
Define Problem Statement
new target market for it
Identify your business
Essential Steps to
Conduct Market
Research Properly
- Build**
Develop Hypothesis
Identify your target
audience
Identify your target
audience
- Prototype**
Start with low fidelity prototypes
Create a wireframe to help you
visualize design
Interview users
- Test**
Identify Users
Collect Feedback
Iterate
Learn what to optimize
- Deploy**
Launch your product
Monitor performance

Discover/Research phase

Market Research/Existing apps

MyFitnessPal
USU on campus resources:
I attended a workshop about how college students plan their meals in a budget friendly way a few weeks ago, this is the link to their resources:
<https://spendsmart.educationdata.edu/recipes/>

Healthy eating on my plate
<https://www.myplate.gov/eat-healthy/healthy-eating-budget>

A study done on college freshmen through electronic surveys
No relationship between weight change and diet or activity
32% of the students asked had no change in weight
39% had gained 4.5 lbs, 17% 6-10 lbs, 1% over 10 lbs
Students with BMI less than 25 gained an average of 3.3 lbs
Students with BMI more than 25 gained an average of 3.8 lbs
Students did gain weight that freshman year but many less than 5 or over 10 lbs

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3532046/>

What causes the freshman 15?
New Eating Habits
- Limited eating experience
Eating while studying
- Students study more on their own time
- This causes more junk food consumption especially since no one notices.
Eating late at night
- Late night studying or partying which causes hunger
Eating snack food
- Fast food
Emotional eating
- Stomach
- Stressed
Drinking
- Alcoholic drinks tend to be high in calories
- Not enough exercise

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3532046/>

19 Meal Planning Apps and Websites
Cook Recipe Box & Diet & Recipe
- When you're also online for recipes and it's more to your taste
- Clean (no ads) site from section and to search easier to find items
- If you recipes and then changes for meal plans \$5 a month. Sends the meal ideas monthly
Mealtime
- Allows you to personalize your meals. Acts for any dietary restrictions, any allergies and how many people for it to feed group
- Grocery lists are automatically generated based on meal plans
- Can be put on track by your smartphone and the recipe will enter in the app.
Mealify
- Mealtime: go with it instead. The ingredients in the recipe are automatically generated and it links up to your local grocery store and lets you know in which store each ingredient is in
- Also provides a coupon link to your local grocery store.
*Other apps have features like a cooking guide that helps you so you don't get interrupted.
<https://www.dailysupper.com/meal-planning-apps/>

Interview Guide

1. Have you used any health meal tracking app?
2. Describe your eating habits in a day as a college student?
3. Tell me about how you meal prepped while in college or rig
4. Where do you get resources for healthy meals?
5. What changes happened in your eating habits since you sta
6. What different eating behaviors do you have between eatin
7. Did you consider having a healthy lifestyle before? if not wh
8. For international students, how would you go about finding

Put these questions in Google form
Interview:
<https://docs.google.com/forms/d/e/1FAIpQLScg2YSD9WNxTyc9>

Concluding research:
Through our search we found an interesting study...

[1] Mihalopoulos NL, Auinger P, Klein JD. The Freshman 15: is it real?. J Am Coll Health. 2008;56(5):531-533.



Survey Questions

Interview Guide - First Iteration

1. Have you used any health meal tracking app?
2. Describe your eating habits in a day as a college student?
3. Tell me about how you meal prepped while in college or right now?
4. Where do you get resources for healthy meals?
5. What changes happened in your eating habits since you started college?
6. What different eating behaviors do you have between eating on campus and at home?
7. Did you consider having a healthy lifestyle before? if not why?
8. For international students, how would you go about finding ingredients from your home country?

Google form Interview:

https://docs.google.com/forms/d/e/1FAIpQLScg2YSD9WNxTyc9r2ewelfgnxZZEjAl_Oz6ejhRkBSFIwltAw/viewform



Survey Questions

Review from the mentor

Firstly, great questions! I would suggest you make them less open ended, so it is easier for you to analyze after. I will go through each question.

1. Good - provide yes/no checkbox for ease
2. Instead of describing eating habits, you could perhaps say "How many meals and snacks do you eat in a 24hr period?", if you want to know about what time of the day they eat, then you can follow up with a question asking a typical time for breakfast, lunch, dinner etc.
3. What are you trying to get out of this question? You could perhaps ask how many meals do they meal prep for the week, or how many meals per week do they eat away from home? And follow up with a question asking to describe the steps they take to meal prep
4. Good! (you can make this more quantitative by listing a few options: online, social media, local co-op, grocery store health magazines, health professional"
5. Rephrase: "What dietary changes have you experienced since you started college"
6. Good! You might ask what **type** of meals/portion do they consume on campus and at home.
7. Good! Do you mean before college?
8. Good! And you can ask where do they mainly find their ingredients as a follow up - optional.

Hope this helps! This is great stuff!!

Personas

Name: Flexible Felix

Age: 18

Characteristics: Athlete, goes to the gym, extraverted, friendly, goes to class every once in a while.



About

Background/Expertise

Flexible Felix is a new college student in his first semester. He is on a basketball scholarship in the hopes of joining the NBA. He isn't currently employed and drives a car his parents bought for him. He spends most of his time practicing for basketball and hanging out with friends.

Region:

Northern MidWest

Pain Points:

- Doesn't know how to budget efficiently.
- Has been spending all of his money eating out
- Doesn't know how to cook
- Has felt the effects of eating unhealthy at his practices and games.

Goals

- To be able to learn how to cook the basics.
- To be able to meal prep so he won't have to spend so much money eat out.
- Wants to eat healthier so he feels better at his basketball games.

When to use the product

- Weekly to meal prep and budget

Learning Style: More of a hands on learner. Has to do something to really understand.

Context

Flexible Felix is a college freshman who is on a scholarship to play basketball at his university. He is a business major taking about 4 classes.

He is very social and likes meeting new people. He goes out to eat with his friends often. He wants to start to budget because he has been spending too much money eating out.

Implications

Implication 1: Needs a meal prepping app that he can access quickly so he can plan out his meals. He also wants an app that will complement his exercise routine.

Name: Senior Savannah

Age: 22

Characteristics: Engineer, outgoing, friendly, love her studies.



Context

Senior Savannah is a college senior about to graduate with a bachelor's in aerospace engineering. She is taking about 5 classes per semester to make sure she graduates on time

Senior Savannah likes socializing with people but has found that to be harder with her tight schedule. She sometimes ends up eating at the last minute or just finding a place on the go. She wants to be able to eat healthier and become more organized with her meals since she will be starting her new job soon.

Implications

Implication 1: She's looking for an easy way to maintain a healthy diet. She's looking for a meal plan on a tight budget that will help her be more efficient as she is finishing up classes.

About

Background/Expertise

Savannah is tech-savvy. She always comes up with brilliant hacks for her problems. Cooking is not her strongest suit, but she is an over-achiever, and cooking is not an exception.

Region:

Northern MidWest, heavy snowfall during 6 months of the year.

Pain Points:

- Doesn't have enough time to cook or really think ahead about what she is going to eat.
- Her eating habits have affected how she feels during the day.

Goals

- To be able to find a healthier way to eat that will fit into her tight schedule
- To learn to either cook fast healthy meals or buy healthy meals ahead of time.

When to use the product

- Weekly to meal prep

Style of Learning:

Visual learner

Personas

Name: Rajiv

Age: 24

Characteristics: **Moderately active, extraverted, friendly, goes to class religiously**



About

Background/Expertise

Rajiv completed his UG in India and wanted to get a master's degree, so he moved to the US. He likes to live a healthy lifestyle and get some moderate exercise.

Region:

Northern part of India

Pain Points:

- Misses home food and tries to eat healthy
- No time to go to the gym tries to walk a lot to get some exercise
- Wants to eat healthy but most options are expensive

Goals

- Wants to eat home food occasionally at least
- Eat healthy food but within the budget
- Would like to get healthy recipes with the items that are easily available

When to use the product

- whenever he finds time to meal prep or have a quick but healthy bite

Context

Rajiv is an international graduate student from India who is on a scholarship. He is a Design major taking about five classes. Walks around town regularly to his classes and explores the neighborhood.

Implications

Implication 1: Needs an application which tells him healthy food that he can prep/buy within his budget and the time available while learning about nutrition.

Name: Zahra Jamil

Age: 26

Characteristics: **introvert, hard-working, enjoys drawing and sketching**



Context

Zahra Jamil has been interested in eating healthy meals. She lives off-campus, next to Aldi. She does not have a car so she usually walks or take the bus to the grocery stores. She follows a lot of Youtube healthy recipes and inspiration from Instagram. She enjoys cooking rather than eating out because that saves alot of money.

She goes to the gym three times a week to stay active. She is very conscious in taking care of her health and wellness.

About

Background/Expertise

Zahra Jamil is a Masters student majoring in HCI. She has a background in programming and a little background in design. Her career goal is to become a UX designer at Axure.

Region:

Saudi Arabia

Pain Points:

- Gets stressed out easily when she does not know what to cook
- Finding Halal food
- Doesn't know how to buy groceries
- Struggle to find food from home country

Goals

- to be able to find quick and easy meals
- able to prep meals in a budget friendly way
- learn and educate about nutrition

When to use the product

- Everyday (lunch and dinner time)

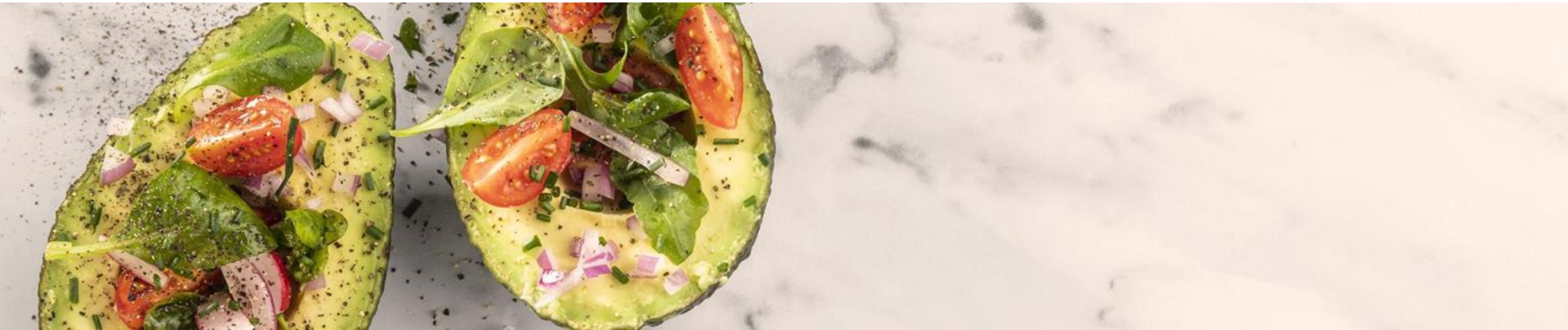
Implications

Implication 1: needs an application that gives her guidance on how to cook healthy meals in a budget friendly way.

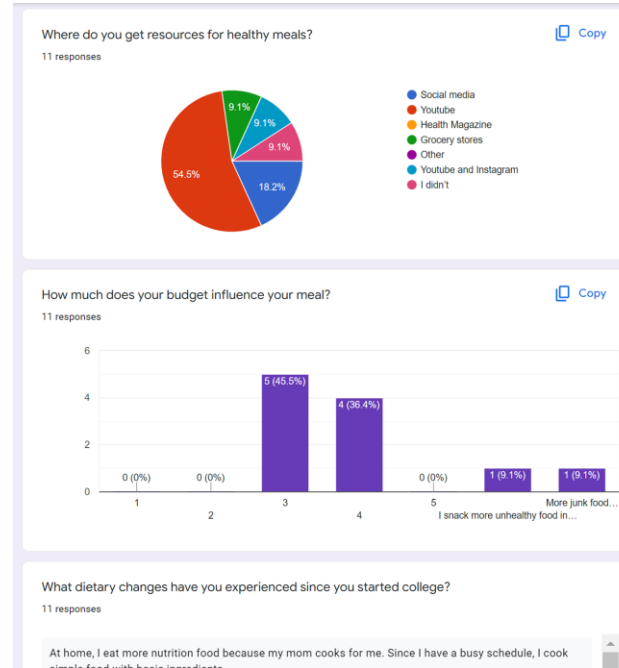
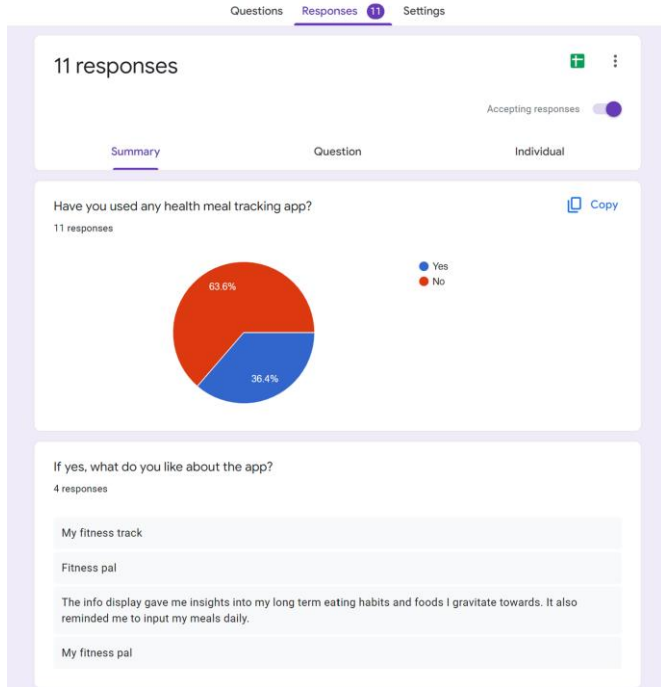
Implication 2: needs an application that has validated resources to learn about nutrition facts and eating healthy food.

Define

- User Needs & Problems
- Affinity Diagram



User Survey Results



Survey link: <https://bit.ly/3DjTZX9>

Affinity Diagram

Affinity Map



College students tend to eat three times a day at different times every day.

Why? They might have inconsistent schedules causing inconsistent meal times.

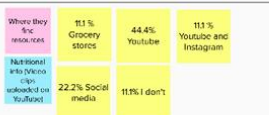


Users tend to eat more junk food and are always eating snacks

Why? They don't have time or are stressed about classes.



Users tend to use Youtube to look for healthy meals



Users tend to use Youtube to look for healthy meals

Why? Users like video method to learn or look up something.



Many college students tend to want to eat healthy but find themselves too busy or too stressed.

Why? They are taking classes, working and catching up on homework. Some don't have someone that can help with the cooking.



More college students tend to meal prep on the weekends or at night. They usually meal prep the week's worth.

Why? They are probably less busy on Sunday's or at nights and have time to cook for the whole week.



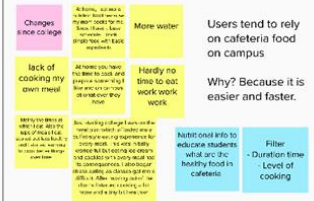
More users tend to care about their budget when it comes to buying food.

Why? They don't have a lot of money. They no longer live with their parents.



International students tend to want to look for home food nearby their area

Why? They get home sick and crave for food from home





Ideate



- **Generate Ideas**
- **Vote on ideas**
- **User Flow**
- **Low-fidelity**

Vote on ideas

Must have



| | | | |
|--------------------------------------|--------------------------------|---|--|
| Online shopping list | Nutritional info of the recipe | Info about daily macros (protein, carbs and fats) | Notification about meal challenge of the week (Gamification) |
| Available time that you have to prep | Grocery lists | Setting meal, prep and eating habit reminders | Cost per serving for each meal |
| Recipes based on what the user has | Types of food cuisine | Fastest and easiest plates in the world | Customizable recipes |
| Video recipe | Snacks or meal option filters | | |

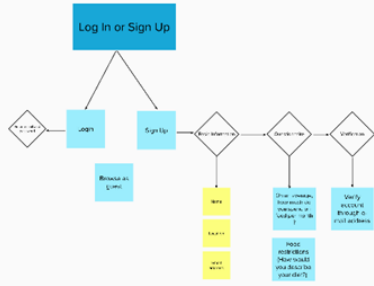
Nice to have



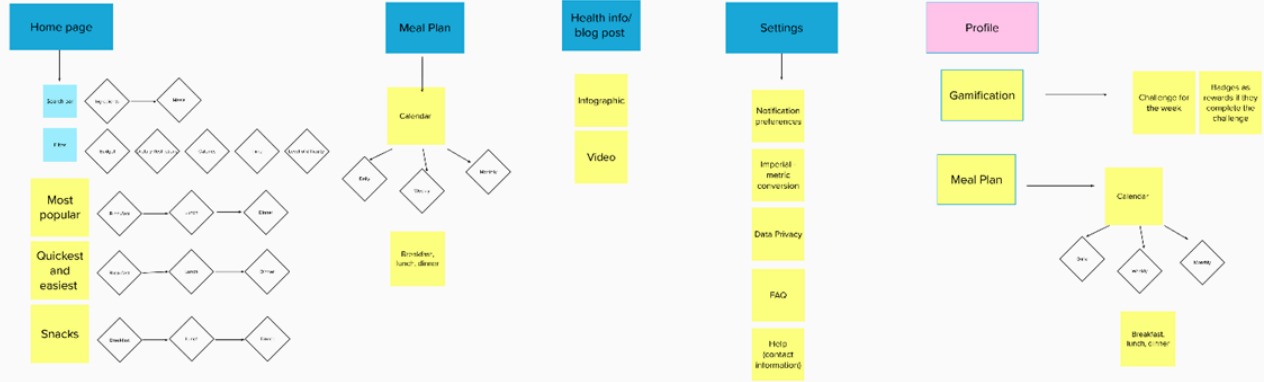
Crazy ideas!!!



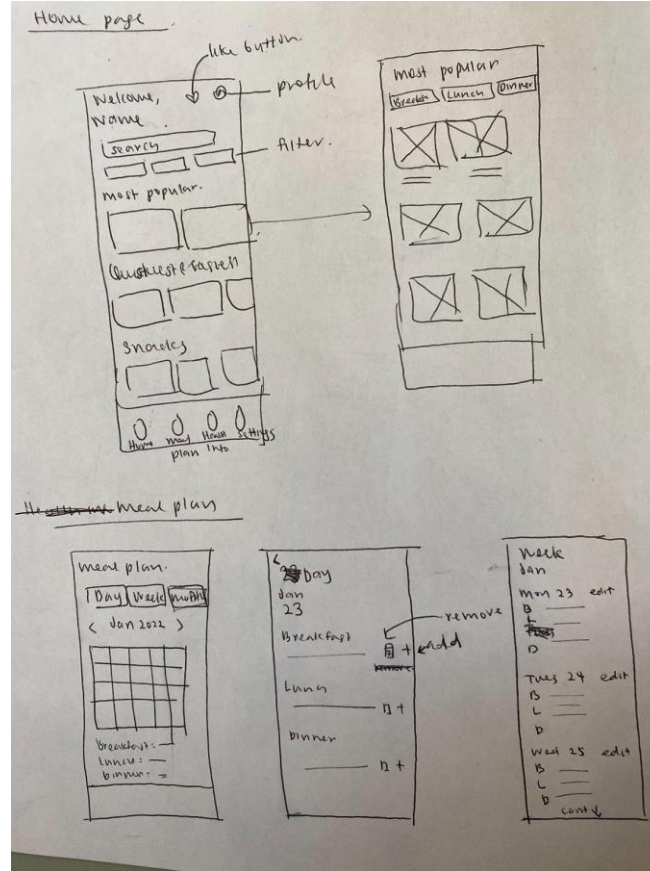
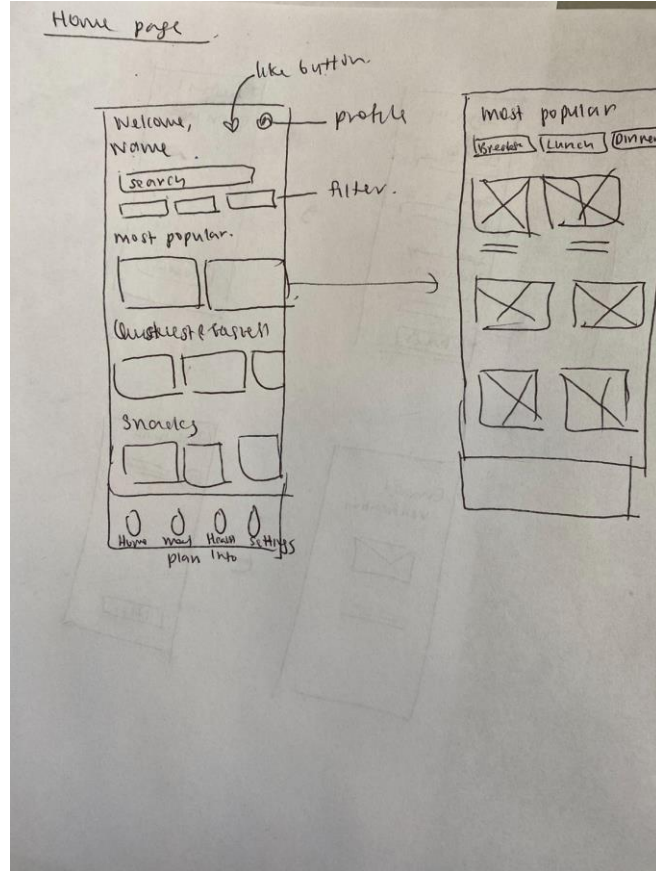
User Flow



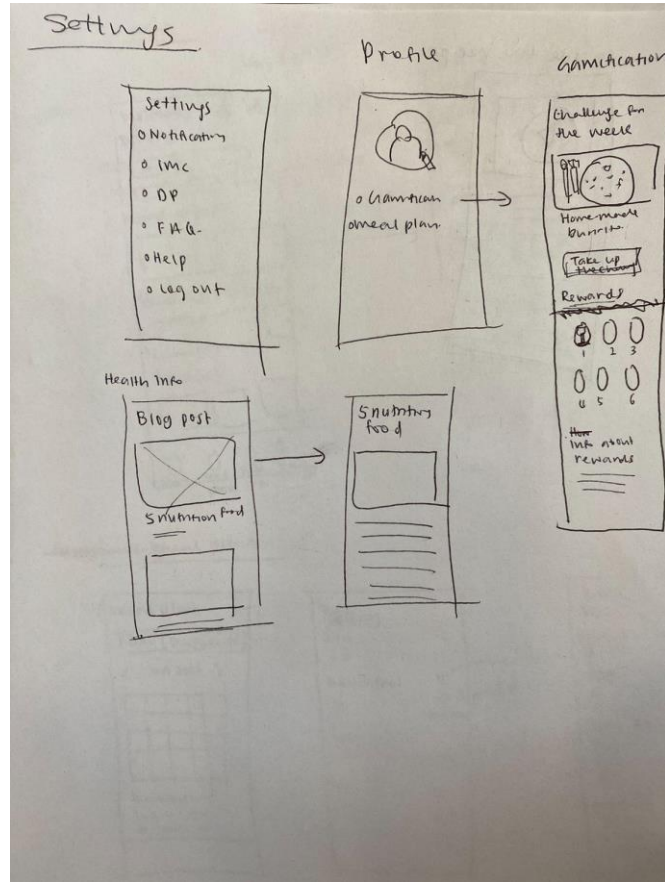
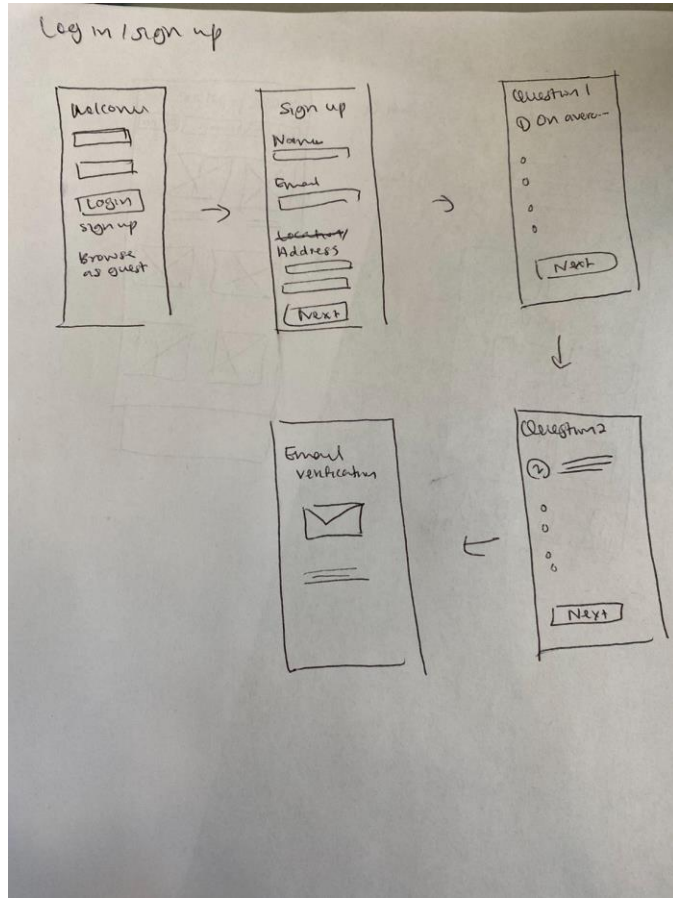
Navigation menu



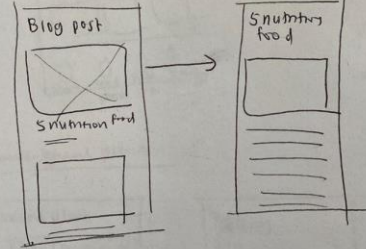
Low-fidelity



Low-fidelity



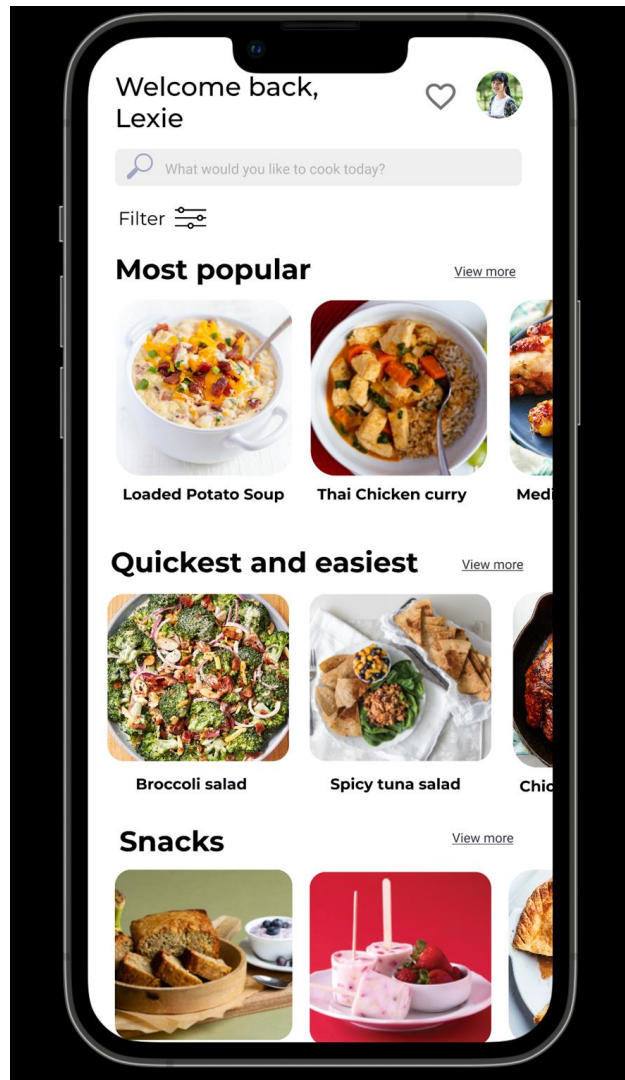
Health Info



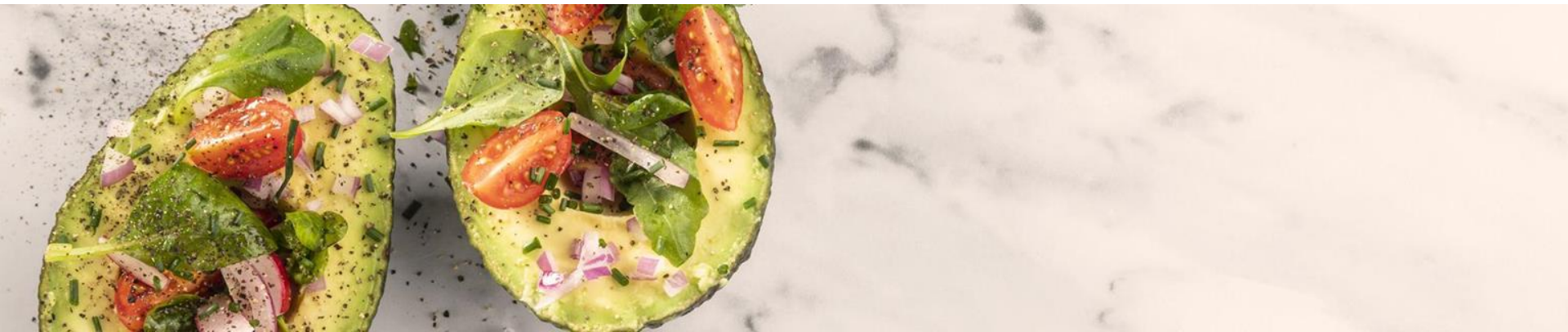


Prototype

Link to prototype:
<https://bit.ly/3No0LzP>



Final design



Prototype video rec:

https://drive.google.com/file/d/1gCH-wXubWx7YjQUTU_RyQMTHofdr5nY3/view?usp=sharing



Test

User testing with 7 users



Test Results

- Tested our prototype with some friends and mentors and the reactions were positive.

Some reactions:

- Liked the various filter options
- Ease of use and the style
- Daily, weekly and monthly meal plan
- Dietary restrictions and scalable serving sizes
- Favourites and Achievements
- Nutrition Knowledge and Video info



Future Improvements

- Connecting social media aspects to our app
- Re-iterating and testing again



Thanks!

**Angeline Neo, Kiara Chacon, Mehdi
Saraeian, Yashwanth M**

