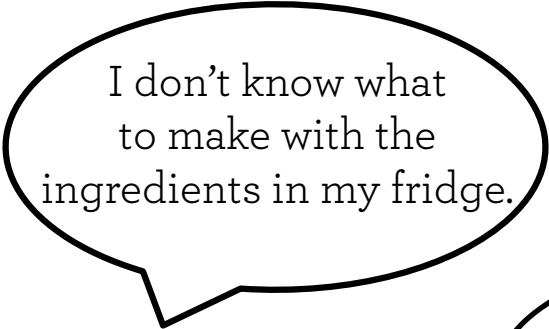





Meal and
Grocery Planner

Problem

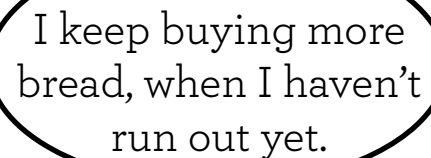
Planning and tracking
food is challenging




I don't know what
to make with the
ingredients in my fridge.



Dammit I forgot
my grocery list
again!







I keep buying more
bread, when I haven't
run out yet.



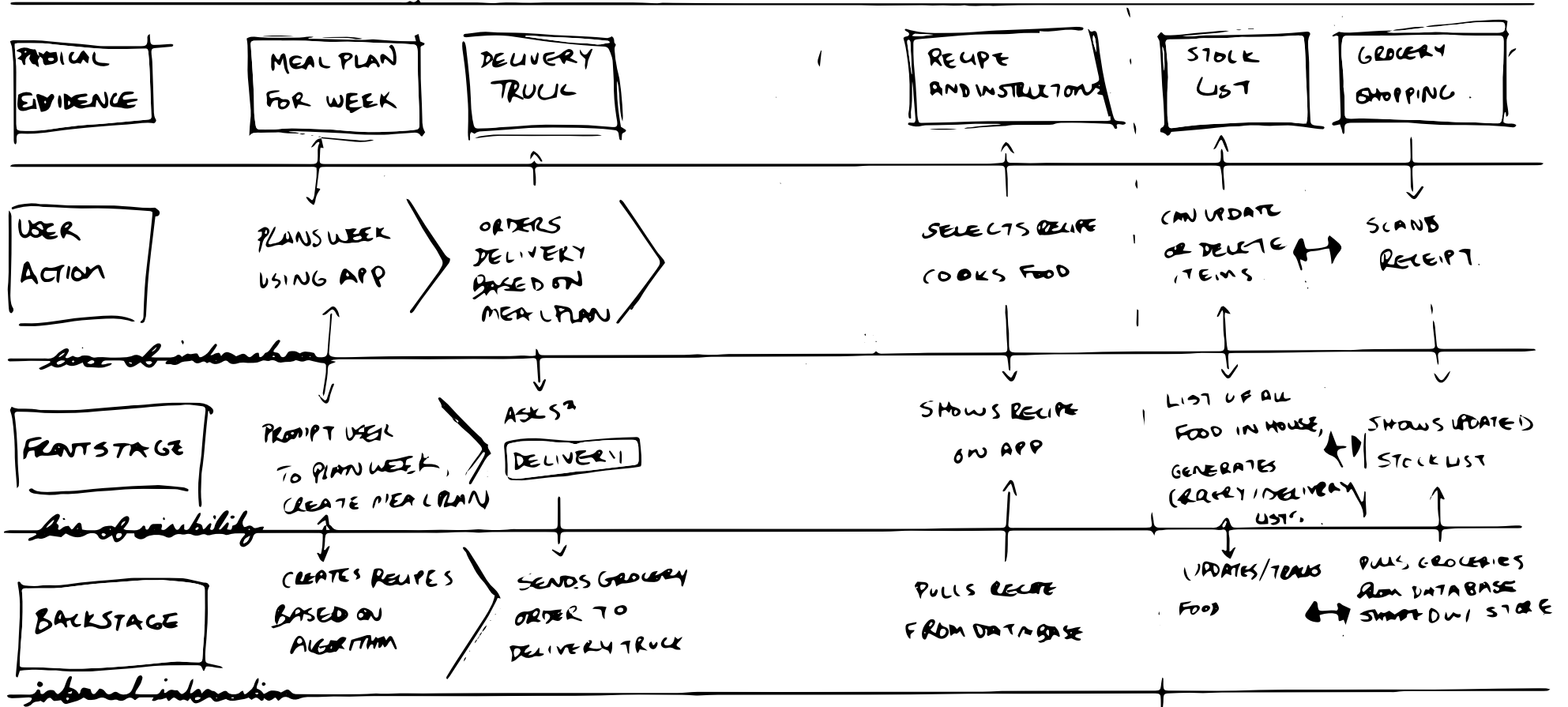
I don't have the
right ingredients
for the recipe

Solution

An app that:

- tracks food you've purchased and eaten 
- generates recipes based on food in your fridge 
- generates grocery list based on your meal plan 
- requests grocery delivery based on list 

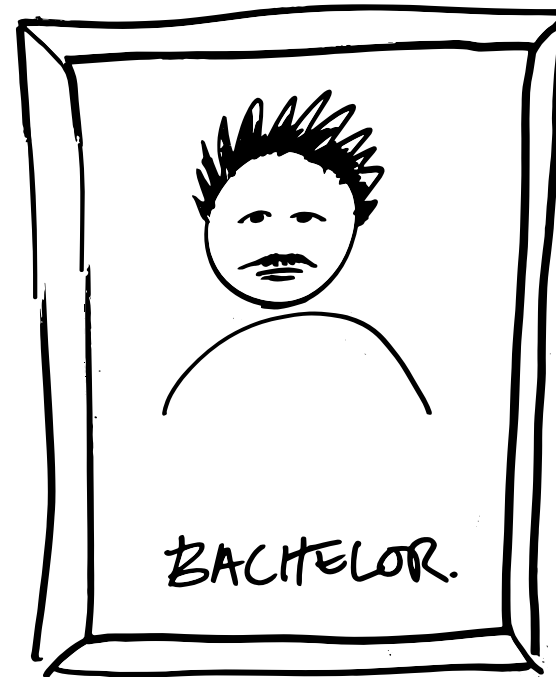
Blueprint



Personas



Mom with husband and two kids
Is comfortable cooking
Likes to follow recipes sometimes



Bachelor - 27 years old
Lives on his own
Not good at cooking
Prefers to follow easy recipes

Customer Journey



THINKING

My fridge is empty!

I'm going to make stir fry

I used carrots, zucchini, tofu & rice

What should I make with what I have?

I should make pancakes on Sunday.

I need to go grocery shopping.

DOING

Buy groceries

Scans receipt

Cooks meal

Manualy adjusts stock list

Search recipe

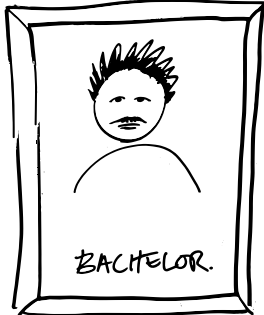
Cook recipe

Add syrup and fruit to grocery list

Review grocery list including stock used and items added.



Customer Journey



THINKING

What should I eat this week?

I need to buy groceries

I'm hungry

That was delicious

My plans changed, i need more food

I don't have time to go shopping

DOING

Plan week

Generate grocery list

Buy groceries

Scan receipt

Follows planned recipe
(Stock list auto-adjusts)

Rates recipe

Adjust plan and grocery list

Orders grocery delivery



Business Model Canvas

