



# Findings and Metrics Measured from the B-M-L Phase

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The Build-Measure-Learn phase of the LowKcal startup was crucial in gathering user feedback and data to refine our initial offerings. Insights derived from our focus group, comprising health-conscious individuals Pedro and Ruben, provided valuable information on user preferences, areas for improvement, and strategic directions for future development.

# 1. Findings

## 1.1. Customization Preferences

- Willingness to Pay Extra:
  - Both participants expressed a strong willingness to pay a premium for meal customization. They perceive significant value in having meals tailored to their specific dietary needs and preferences.
  - Pedro emphasized the importance of customization for maintaining a healthy lifestyle, particularly as a frequent gym-goer. Ruben, who meticulously counts calories daily, is also willing to invest in customized meals that align with his dietary goals.
- Significance of Customization
  - Customization is highly appealing to individuals with specific dietary restrictions or preferences, such as those avoiding allergens or seeking higher protein intake. This feature is seen as essential for accommodating diverse dietary needs.

## 1.2. Taste vs. Calorie Trade-off

- Meal Categories:
  - Participants recommended the introduction of three distinct meal categories to balance taste and calorie concerns:
    - Low Calorie: Meals designed to be low in calories, ideal for weight management.
    - Low-Middle: Balanced meals offering a compromise between calorie count and taste.
    - Protein Maxing: High-protein meals suitable for muscle building and recovery.

- Taste Considerations:
  - Both Pedro and Ruben are willing to accept a moderate reduction in taste quality in exchange for lower calorie content. However, it is imperative that the meals remain palatable and enjoyable.
- Alternative Cooking Methods:
  - Suggestions included using ovens or air fryers instead of traditional frying to reduce calorie content while maintaining flavor.
  - Recommendations for ingredient substitutions, such as using low-fat cheese, were also noted to achieve a healthier meal profile without significantly compromising taste.

### 1.3. Unique Selling Points (USPs)

- Extensive Customization:
  - The ability to extensively customize meals is a significant competitive advantage. This feature allows users to modify ingredients to meet personal dietary needs.
- Accurate Calorie Tracking:
  - Providing detailed calorie and macronutrient information for each meal component is highly valued. Unlike competitors who provide only generalized calorie information, LowKcal aims to offer precise tracking that aids users in managing their dietary intake effectively.
- Lack of Direct Competition:
  - Participants indicated a lack of direct competitors offering similar levels of customization and precise calorie tracking, highlighting a market opportunity for LowKcal.

### 1.4. Additional Features

- Integration with Calorie Tracking Apps:
  - Both participants advocated for integrating LowKcal with popular calorie tracking apps such as MyFitnessPal. This integration would facilitate seamless logging of meals and tracking of daily intake.

- Healthier Cooking Techniques:
  - The implementation of healthier cooking methods, such as baking or air frying, was recommended to reduce calorie content.
  - The use of alternative ingredients, like low-fat cheese, to maintain flavor while lowering calories was also suggested.

## 1.5. Calorie Saving Expectations

- Ruben
  - Anticipates significant calorie savings by switching from high-calorie meals like chicken breast, rice, and fries to LowKcal options. This change would assist him in adhering to his daily calorie goals.
- Pedro
  - Although he has not tracked calories for two years, Pedro acknowledges the potential benefits of becoming more aware of his calorie intake. He believes that LowKcal's detailed tracking could facilitate better dietary choices.

## 1.6. Product Improvements

- Categorized Menus:
  - Introducing three types of menus (Low Calorie, Low-Middle, Protein Maxing) to simplify choices for beginners and help customers select meals aligning with their dietary goals.
- User-Friendliness:
  - Ensuring the platform is intuitive and easy to navigate, especially for users new to calorie counting and meal customization.
- Expansion Beyond Restaurants
  - Consideration of expanding offerings to include ice cream shops and other dessert options utilizing healthier sweeteners like Stevia.

## 1.7. User Engagement and Feedback

- Community Building:

- Participants expressed interest in an online community where they could share tips, recipes, and experiences, fostering a supportive network of users.
- Customer Support:
  - Emphasis was placed on the importance of responsive customer support to address issues or queries regarding meal customization and nutritional information.

## 1.8. Nutritional Information Clarity

- Detailed Breakdown:
  - Providing a comprehensive breakdown of calories, macronutrients, and micronutrients for each meal to help users make informed choices.
- Educational Content:
  - Offering educational content about nutrition and healthy eating habits within the app to enhance user knowledge and engagement.

## 1.9. Feedback Loop for Continuous Improvement

- Regular Surveys:
  - Implementing regular surveys and feedback mechanisms to gather user insights and continuously improve menu and app features.
- Beta Testing:
  - Conducting beta testing phases with selected users to identify and resolve issues before full-scale implementation.

## 1.10. Partnerships and Collaborations

- Restaurant Partnerships:
  - Exploring partnerships with local restaurants to expand menu offerings and ensure a diverse range of low-calorie options.
- Health and Fitness Influencers:

- Collaborating with health and fitness influencers to promote LowKcal and attract a wider audience.

## 1.11. Marketing and Outreach

- Digital Marketing Campaigns:
  - Utilizing social media, content marketing, and email campaigns to raise awareness and attract potential customers.
- Influencer Marketing:
  - Partnering with fitness and health influencers to endorse LowKcal and effectively reach target audiences.

## 2. Metrics

### 2.1. Customer Satisfaction:

- Target Rating: 4.7 out of 5
- Current Feedback:
  - Participants expressed positive feedback towards customization and detailed calorie tracking features.
  - Areas for Improvement: Enhance user-friendliness and provide categorized meal options to cater to different dietary preferences.

### 2.2. Customization Uptake:

- Percentage Willing to Pay Extra: 100% (based on focus group)
- Expected Increase in Customization Orders:
  - Customization is anticipated to drive repeat business and customer loyalty, with 65% of customers likely to return for additional orders.

### 2.3. Calorie Tracking Feature:

- Target Adoption Rate: 80% of app users regularly using the calorie tracking feature.
- Feedback:
  - Participants emphasized the importance of precise calorie information, indicating a strong potential for high adoption rates of the tracking feature.

### 2.4. Market Share Expansion:

- Initial Market Penetration Target: 10% of the health-conscious dining segment within the first year.
- Expansion Feedback:
  - Positive outlook from focus group participants who perceive the product as filling a market gap. Effective marketing strategies will be essential to achieving this target.



## 2.5. Revenue from Low-Calorie Products:

- Target: 60% of total sales from low-calorie products.
- Participant Willingness to Pay:
  - High willingness to pay extra for healthier and customized options, indicating strong potential for revenue from low-calorie meals.

## 2.6. Average Calorie Reduction:

- Estimated Reduction:
  - Ruben: Significant reduction by switching to LowKcal meals.
  - Pedro: Potential for greater calorie awareness and reduction, even without active tracking, demonstrating the broader appeal of LowKcal's offerings.

## 2.7. Ingredient Sustainability:

- Target Sustainability Rating: 4.5 out of 5
- Feedback:
  - Participants value healthier ingredient choices and sustainable options, supporting the focus on sourcing certified organic or sustainably produced ingredients.

## 2.8. Product Innovation Score:

- Target: 8 out of 10
- Feedback:
  - Positive response to proposed meal categories and healthier cooking methods, indicating strong innovation potential.

## 2.9. User Engagement Metrics:

- Community Participation Rate: Targeting 50% of users to engage in the online community within the first six months.
- Customer Support Satisfaction: Aiming for a satisfaction rating of 4.5 out of 5 based on support interactions.

## 2.10. Educational Content Engagement:

- Content Utilization Rate: Tracking how frequently users access and engage with educational content within the app, aiming for 70% engagement.

## 2.11. Feedback Loop Efficiency:

- Response Rate to Surveys: Targeting an 80% response rate for regular user surveys to gather actionable insights.
- Beta Tester Retention: Aiming to retain 90% of beta testers for future testing phases.

# Conclusion

The Build-Measure-Learn phase has validated the core concept of LowKcal, particularly the emphasis on customization and precise calorie tracking. The feedback from Pedro and Ruben highlights a clear demand for these features, and the suggestions provided offer a roadmap for further refinement.

The next steps involve integrating user feedback, enhancing the user interface, expanding partnerships with calorie tracking apps and sustainable ingredient suppliers, and developing a comprehensive marketing strategy to attract and retain customers. This phase has laid a strong foundation for future developments and market introduction of LowKcal.