**4. Benefits**

*Tangible Benefits*

* Cost Savings: By developing the app, the majority of cost savings will be benefited towards its users. These users will mostly be health conscious and would be looking for healthy meals for the cheapest price, as such the app would allow users to navigate and select healthy meals. In addition the app can allow comparison between the prices of ingredients to select the cheapest options. The app could allow further cost reductions for it users by offering healthy food planning, tracking and advice which can be a cheaper alternative in contrast to expensive health and nutrition coaching.
* Time Savings: The app would allow time saving advantages towards it users. Many people are unaware on how to eat healthy and the food options that are available for them. In return, many people will have to go through thorough research to find the best food options. As such this app will allow time benefits by allowing users to swipe through meals in just a few seconds and find meal plans and a selection of its ingredients. This can be further be benefited by allocating where the ingredients can be purchased saving the time of researching where to buy the ingredients.
* New Products & Services and Who Would Benefit from Them: If the app does become successful, it may be used by large organisations as a viable source of information. For example, a large supermarket chain may look through the app and gather information on the most popular meals and ingredients and plan their sales accordingly by purchasing larger stocks, selling pre-packed meals or offering discounts. This would benefit them as it can increase their revenue by targeting specific healthy food options through this app. Health conscious restaurants can also benefit through this app by offering the more popular meals which may allow an increase in popularity for both the restaurant and for the growth for healthy living.

*Intangible Benefits*

* Better Wellbeing: As the app offers advice on healthy eating, it allows to provide important information and guides to it users to promote healthy food habits and promote the shift in culture, this in return allows a better health and wellbeing for its users. The app will also act as a promotion to a healthy lifestyle which can help promote the shift into living healthy and finding the best food options for the overall wellbeing of society.
* Improved Communication: By offering the app to the public, it acts as a source of information thus allowing better communication to its users by getting the knowledge out to them in the simplest form while minimizing time consuming research. Simple functions in the app such as ‘health tips’ will allow users to quickly read a few points that can benefit them in the long run. The app also allows communication within its users by allowing users to take photos of their meals and tagging them, allowing other users to gain knowledge of various healthy meal options.
* Better Brand Image: The app could possibly gain a reputation as a reliable source of information, as such could gain the confidence for its users to seek further couching by cadence health. Furthermore, many users will specifically seek approval through this app to see if their selection of meal plans and ingredients are viable for their lifestyle.