

**Milestone 1 - Team Formation, Software Theme and Entrepreneurial**

**Context**

**Jorge Meija, Isaiah Ameho**

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**Professor Albinali**

**California State University, Long Beach**

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## Introduction

In our fast-paced world, many people struggle to maintain a healthy diet and nutritious meal planning falls by the wayside due to the complexities involved as well as convenient unhealthy food choices being readily available. Our team will design a meal planning application that aims to help users make healthier choices by simplifying the process through providing healthy meal plans and recipes which are tailored to the preferences of each user. Additional features will include a way for users to keep track of cost for dishes for cost management and planning group meals with family members, friends, and roommates. Our app will also have a hub where users will be able to share and discover recipes.

There are challenges people face on a day by day basis that our app tries to help with. Busy schedules make it difficult to plan and prepare balanced meals. Our app will simplify that process, saving users time and energy. We will also factor in user preferences, allergies, and health goals to make each plan tailored to the individual. Another problem is managing food expenses which can be difficult when trying to be healthy. Our app will focus on users' needs. Including budget-conscious meal plans so that healthy eating can be more accessible.

## Team Formation

**Team Name:** Team Blue

### Members & Roles

Name	Bio	Skill	Roles
Jorge Mejia	Hispanic	<ul style="list-style-type: none"><li>● Knowledge in python and C++</li><li>● Familiar with database</li></ul>	QA Specialist

	Enjoy skating, and going to the gym.	<ul style="list-style-type: none"><li>● Familiar with figma</li></ul>	
Brian Phan	Vietnamese  Born and raised in southern California  Enjoys playing and developing video games	<ul style="list-style-type: none"><li>● Knowledge in python and C++</li><li>● Familiar with database</li><li>● Familiar with figma</li></ul>	Developer
Diego Perez	Like to learn new things  Excited to collaborate in future sessions with my team	<ul style="list-style-type: none"><li>● Experience with databases</li><li>● Familiar with python</li></ul>	Backend Developer
Valerie Pham	Enjoys drawing in free time	<ul style="list-style-type: none"><li>● Graphic design</li><li>● Knowledge in python</li></ul>	UX/UI Designer
Trung Le	Born in VietNam and immigrated to the USA.  Like making money 😂	<ul style="list-style-type: none"><li>● Familiar with C++, python, java</li><li>● Front end</li><li>● Machine learning</li></ul>	Project Manager

## Team Dynamics

The team was formed through previous collaborations for personal projects and class assignments. We will strive to simplify healthy meal planning by providing a seamless solution for managing time, costs, and recipes. Our app will help users stay organized and motivated, while fostering a community of food lovers who can discover, share, and enjoy recipes together. As development progresses, the temptation to add new features, along with miscommunication and differing team schedules, can lead to delays and a more complex user experience. Varying

user expectations may generate feedback that doesn't align with the app's vision while competing in a crowded marketplace adds pressure to stay relevant. Additionally, technical challenges such as bugs, crashes, and feature delays can further hinder progress. Some strategies to solve these challenges would be to: prioritize core features based on user feedback and team voting; ensure clear milestones and manageable deadlines; regularly review progress using collaborative tools and weekly meetings; test early and often; and conduct market research and gather structured user feedback to prioritize impactful improvements.

## **Software Theme**

### **Overview**

This app will be an all-in-one lifestyle management tool that streamlines meal planning, budgeting, scheduling, and collaboration. Users will be able to set dietary and meal planning goals, such as nutritional objectives or personal health targets, and the app will help them plan meals accordingly while tracking progress. It will also provide the cost of meals and ingredients, along with a social feed where users can share and discover recipes to support personal goals. The app will allow for meal and activity scheduling, integrating work, workouts, and rest to optimize time management and nutrition. Additionally, messaging will enable real-time collaboration on meal plans, recipes, and grocery lists, promoting shared meal planning.

### **Target Audience**

This approach could appeal to busy professionals as many struggle to find the time to plan meals with their busy schedules. Families can also benefit whether it be by making it easier to manage the preferences of multiple individuals or to find new tastes everybody can enjoy.

Health-conscious individuals are also an important audience, a convenient and well-balanced meal plan will help this group stay on track with their health goals.

## **Entrepreneurial Context**

### **Market Analysis**

The meal planning app market has been steadily growing due to increasing interest in health and wellness, time management, and personalized diet planning. In 2022, the global meal kit delivery market was valued at over \$10 billion, with projections showing a steady growth rate of around 15% annually (Grand View Research, 2022). While meal planning apps are slightly different, this growth indicates an expanding audience for healthy meal-related services. Coupled with the digital health and wellness market, which is projected to grow to over \$1 trillion by 2026 (Grand View Research, 2023).

### **Value Proposition**

By integrating AI to personalize meal recommendations and assist with budgeting, users will receive tailored suggestions that improve over time, adding convenience and saving time for those with specific dietary and financial goals. The app will offer a comprehensive solution by combining meal planning, budgeting, and scheduling into one platform, allowing users to manage meals, tasks, and finances seamlessly. Its messaging feature will enhance collaboration, enabling users to safely share meal plans and grocery lists with others, adding a unique social element.

### **Monetization Strategy**

The app can adopt a freemium model with basic features available for free and premium subscriptions (\$5-\$10/month) unlocking AI-driven recommendations, advanced budgeting, and exclusive recipes. A one-time purchase option (\$25-\$50) for lifetime access appeals to those who prefer not to subscribe, while non-intrusive ads and affiliate partnerships provide additional revenue. In-app purchases for specialized meal plans or curated recipes can offer added value, ranging from \$1 to \$10.

### **Conclusion**

In conclusion, our meal planning app will simplify healthy eating by integrating personalized meal recommendations, cost management, and scheduling into one seamless platform. With a focus on user preferences, dietary goals, and budget-conscious planning, it caters to busy professionals, families, and health-conscious individuals. The app will foster a collaborative community through messaging and recipe sharing, ensuring both convenience and privacy. By adopting a freemium model and offering in-app purchases, we will provide accessible value while standing out in a growing market focused on health and wellness.

## References

*Meal kit delivery services market size & share report, 2030.* Meal Kit Delivery Services Market Size & Share Report, 2030. (n.d.).

<https://www.grandviewresearch.com/industry-analysis/meal-kit-delivery-services-market#:~:text=The%20global%20meal%20kit%20delivery,15.3%25%20from%202023%20to%202030.>

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