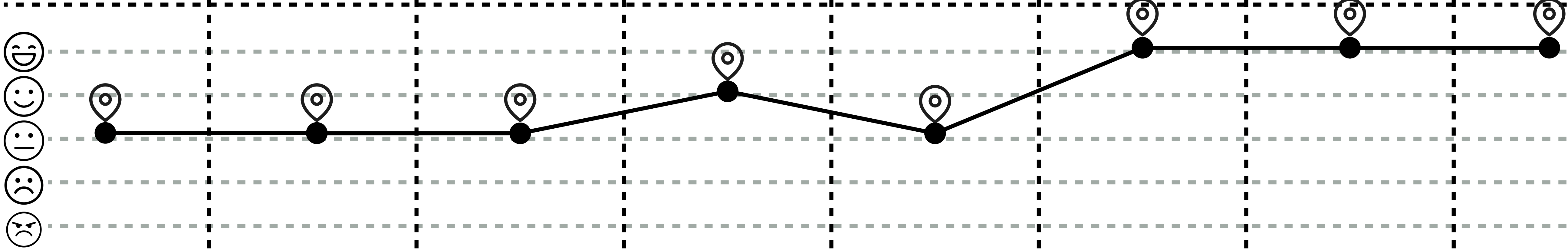


Phase	Meet the app	Considerations	Decisions		Use			Fidelity
Customer activities	Someone you know recommends the app or you see advertisements for the app on posters at the university.	The application is compared with other similar applications.	Enter preferences, likes, dislikes, allergies, diets, etc...	Search recipe.	Explore suggested recipes, plan the first week of the menu.	Plan week by week, use shopping list, scan products in supermarket.	Repeat previous menus, save favorites, customize recipes	Evaluates your progress, saves favorite recipes, repeats previous menus
Client's objectives	The customer does not have a specific target.	Find the best application to search for healthy recipes.	Receive better recommendations based on your preferences	Get a healthy recipe that is easy and/or inexpensive to make.	Start with good habits, evaluate if the app is useful.	Save time, maintain constancy without effort.	Optimize feeding with less effort, adapt the system to your style.	Maintaining a healthy diet on an ongoing basis, discovering more useful recipes.
Meeting points	Word-of-mouth, Advertising posters.	Word-of-mouth, billboards, social networks, PlayStore, web sites.	Mobile application	Mobile application	App, initial tutorial, in-app recommendations	App, history, shopping list, recommendations	App, personalized recommendations, favorite recipes	Mobile application, social networking, online community
User experience								
Business objective	Make the application known and attract the attention of multiple people	Increase the number of people selecting the application.	Collect data on user types and evaluate filtering system.	Collect selected recipes for user analysis and improvement of recommendations.	To consolidate initial app usage.	Keeping users active and satisfied.	Generate loyalty and organic recommendations.	Creating loyal users, recommending the app to each others.
KPI's	Number of registered users at the end of the advertising campaign.	Registered users per day.	Records of user preferences, record of satisfaction of recommendations.	User ID's and selected recipes.	Retention rate day 1, n° of initial menus.	N° of menus completed, scanner usage, habits.	Number of active users, favorite recipes, applied customization.	No. of monthly active users, number of favorite recipes, weekly recurrence.
Organization's activities	Carry out advertising campaigns in online and offline formats.	Carry out advertising campaigns in online and offline formats.	Adjust filtering system, adjust collection of preferences.	Adjust filtering system, adjust collection of preferences.	Interactive onboarding, simple tutorials.	New recipes, improvements to the list, habit tracking.	Rewards system, premium content, continuous improvements.	Delivery of useful content, reward system, community events.
Responsibles	Advertising team.	Marketing and digital analytics.	UX team, development and data.	UX team, analytics and development.	UX, analytics and development.	Development, content and technical support.	Marketing, data and products.	Marketing team, community, UX.
Technological systems	Social media.	Social media.	Mobile application.	Mobile application.	Mobile App, usage tracking, step-by-step guide.	Scanner, shopping list, data base.	Get a healthy recipe that is easy and/or inexpensive to make.	App, database, recommendations module, push notifications and mailings.