TARGET AUDIENCE: Vegans Lifestyle Beginners 🥕  
PROBLEM DEF: Vegan lifestyle beginners are struggling to cook plant-based meals that are tasty and nutritionally balanced.

🥕 🍅veganizing known recipes and learning new ones 🍐🍇

* **Social media portal - experienced vegans helping noobs get into plant-based diets; a safe environment with a pleasant atmosphere where people share their experiences of being vegan (apprenticeship)💚**
* **Substitute recognition camera - user scans a product they own that is meat or dairy one so when it gets scanned the app tells them what they can buy as a plant-based substitute for it**
* **a map that shows you where to buy vegan products or where can you eat out that offers vegan alternatives (Happy cow knockoff)**
* **Vegan challenge app - you are given one challenge a week to complete to learn more about plant-based diets and explore them (ex. The app tells you to make a veggie burger using beans); the more you progress the “heavier” challenges become, but at that point you will already have some experience with preparing vegan food (education element!) 💚**
* **Vegan meal generator - an** **app that allows you to input ingredients you have in your house and then it generates a list of meals you can create with the ingredients you have (practical, BUT HOW?) (Fridge app) 💚**
* **Personalised vegan diet - body diversity awareness app; specialised in making your vegan diet the best for your type of body; it would focus on your health and history of diseases or allergies, BMI, lack of certain vitamins so the app would know what you need more of - would have to be connected with your health record from the doctor (Personalised Recommendations)**
* **Cultural vegan app - helps you discover vegan meals from all over the world, including your own culture PLANT BASED cultural experience**
* **Carbon footprint app - motivates users by showing them how their plant-based choices are helping the environment in a positive way grow own tree Tamagotchi STYLE**
* **Celebrity cookbook - gives recipes not only from vegan celebrities, but also from shows or movies that included vegan cuisine**
* **Online kitchen - have your fridge in your phone wherever you are so you know what you need to buy; it gives you recommendations on what you could cook or buy based on what you already have (Fridge app) 💚**
* **Voice recognition for a product to substitute**
* **Sharing sub options with the community**
* **Counter of people who subbed with your suggestion / suggestions should be reviewed to flush out trolling**
* **Subs categorised based on context: baking, cooking, frying etc. (me likey)**
* **Nutritional value checker, i.e. I am low in iron, app offers to eat more beets, grape, potatoes with peel etc.**
* **Provide nutritional value of subs when suggesting them**
* **Recipe “translator” input a well-known recipe and the app replaces the non-vegan ingredients (me very likey) 💚**
  + **Picture a recipe and the app find non vegan stuff and offers subs asap (image - text recognition)**
* **A section(feature) for weird suggestions called the Funky Corner i.e., pickles and chocolate, banana and peanut butter, cabbage and vegemite etc. (funkey likey)**
* **A pop up when two people are searching for the same item at once: “Hey, they were looking into it too, wanna chat and ask what they are cooking?” (Nice for socializing and not feeling lonely)**
* **“There are 23 vegans in your vicinity, wanna find out more?” (Nice for socializing and not feeling lonely)**