



QuickMeal

FOOD CONSULTANT APP FOR BUSY PROFESSIONALS

WEI (GLORIA) TANG
INF 556 | ASSIGNMENT 11

www.myquickmeal.us

Description

- Late 20's to 30's
- Lives in Los Angeles
- Earns a median or higher household income

Behavior

- Spends most of time working
- Pursues a healthy life
- Interested in fitness

Needs & Goals

- Meal plan suits her schedule and lifestyle
- Able to know nutrition and calories of food
- Fears to spend time preparing food

Brad, a hard-working manager at a consulting company



Facebook Ads (Nov. 10th – Nov 11th)


 **Quick Meal**
Sponsored · 

Spend much time preparing meal everyday? A special app for simple&healthy meal preparation and nutrition track!





MYQUICKMEAL.US
Start a new healthy life!


[Learn More](#)

 Like  Comment  Share

Ad 1 (Solution)




 **Quick Meal**
Sponsored · 

Time is filled up by work! You get tired of meal preparation but still care about health. QuickMeal, a new solution!

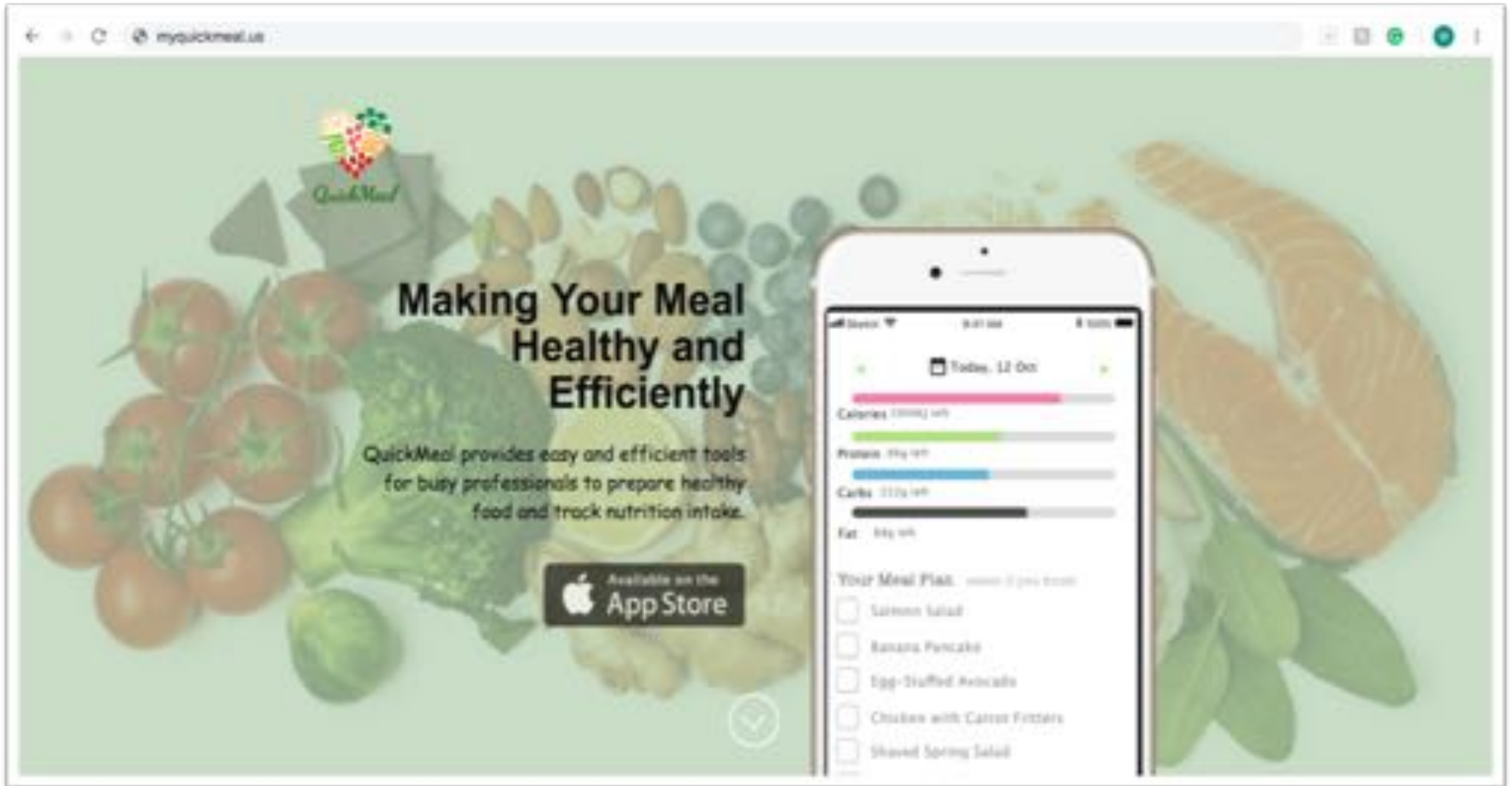


MYQUICKMEAL.US
Start a new healthy life!

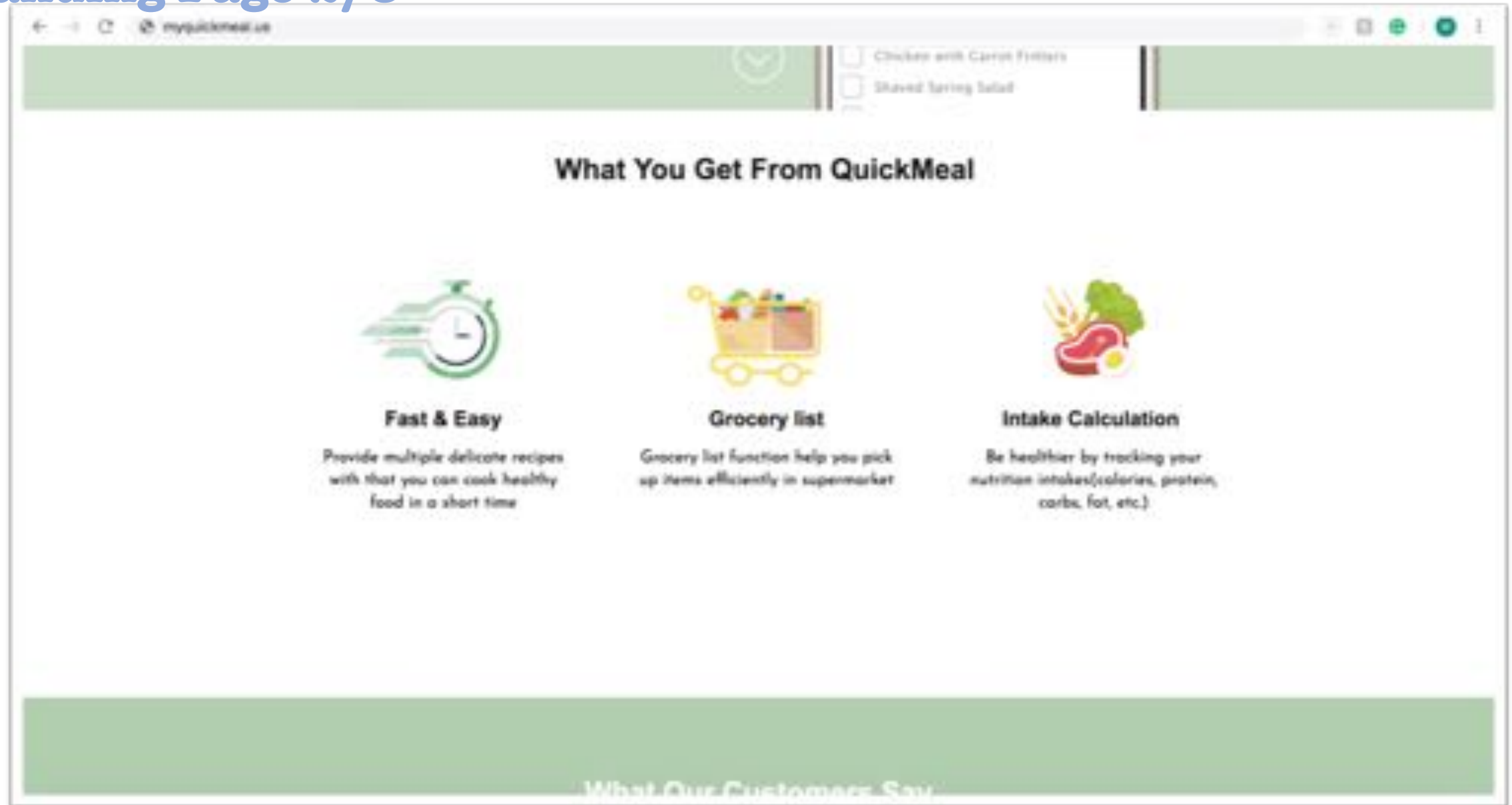
[Learn More](#)

 Like  Comment  Share

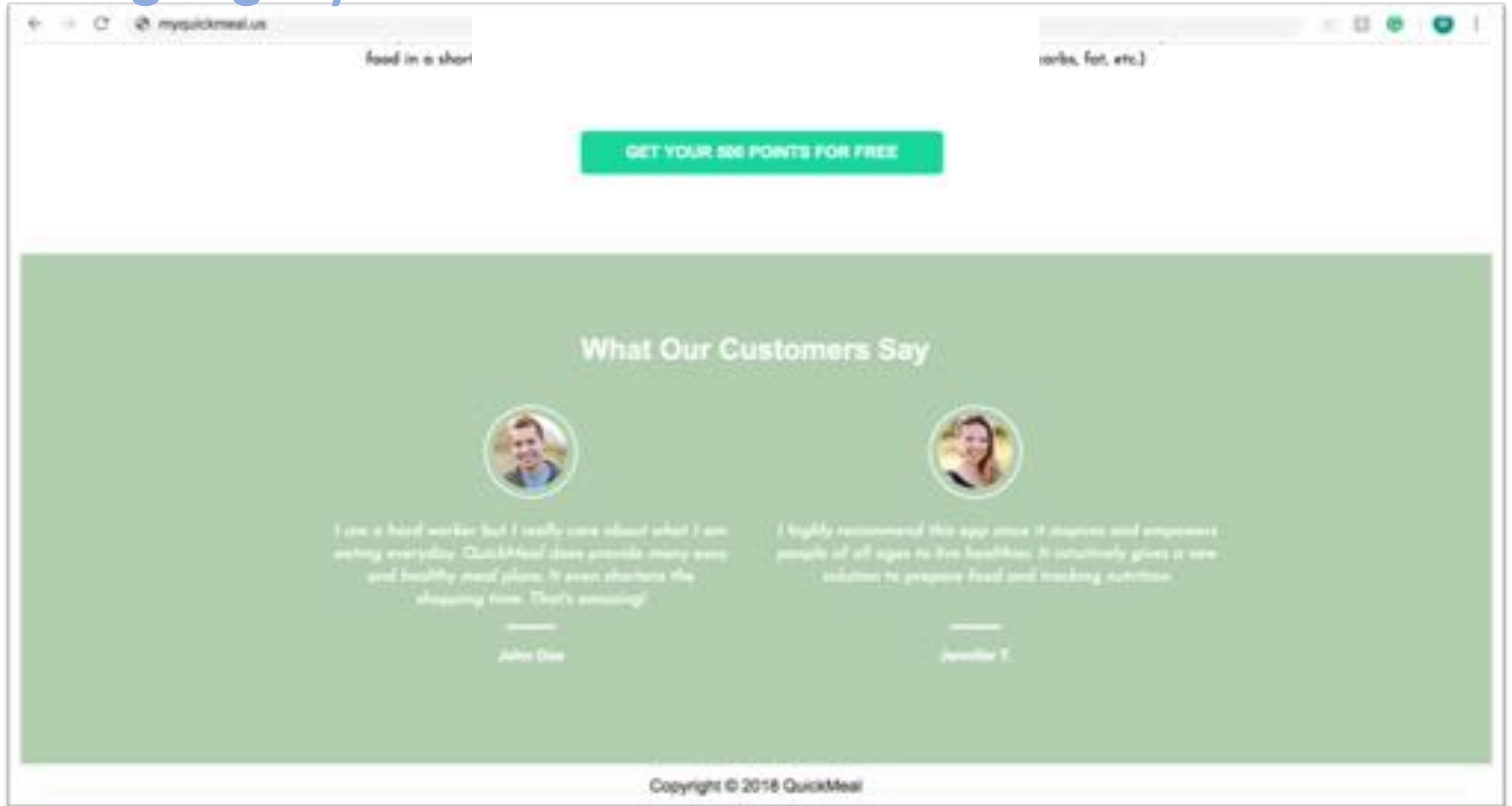
Ad 2 (Problem)




Landing Page 2/3



Landing Page 1/3



Mobile View Landing Page




QuickMeal


Making Your Meal Healthy and Efficiently

QuickMeal provides easy and efficient tools for busy professionals to prepare healthy food and track nutrition intake.

Available on the App Store




What You Get From QuickMeal




Fast & Easy


Provide multiple delicate recipes with that you can cook healthy food in a short time



Grocery list

Grocery list function help you pick up items efficiently in supermarket






Intake Calculation

Be healthier by tracking your nutrition intake (calories, protein, carbs, fat, etc.)


GET YOUR 500 POINTS FOR FREE

What Our Customers Say



I am a hard worker but I really care about what I am eating everyday. QuickMeal does provide many easy and healthy meal plans. It even shortens the shopping time. That's amazing!



John Doe

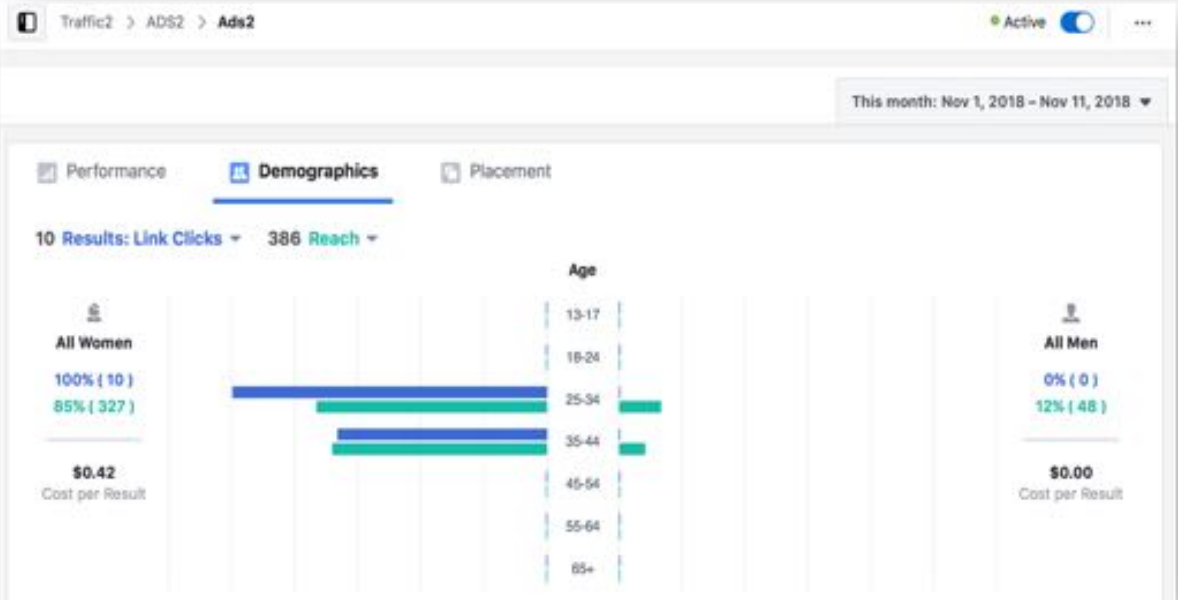
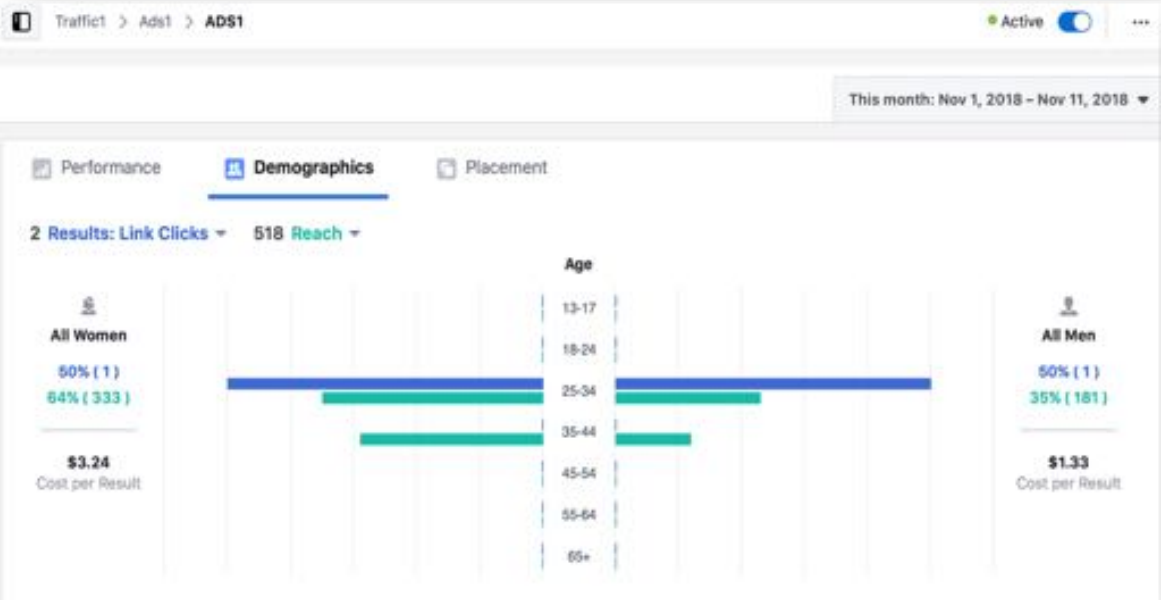


I highly recommend this app since it inspires and empowers people of all ages to live healthier. It intuitively gives a new solution to prepare food and tracking nutrition.

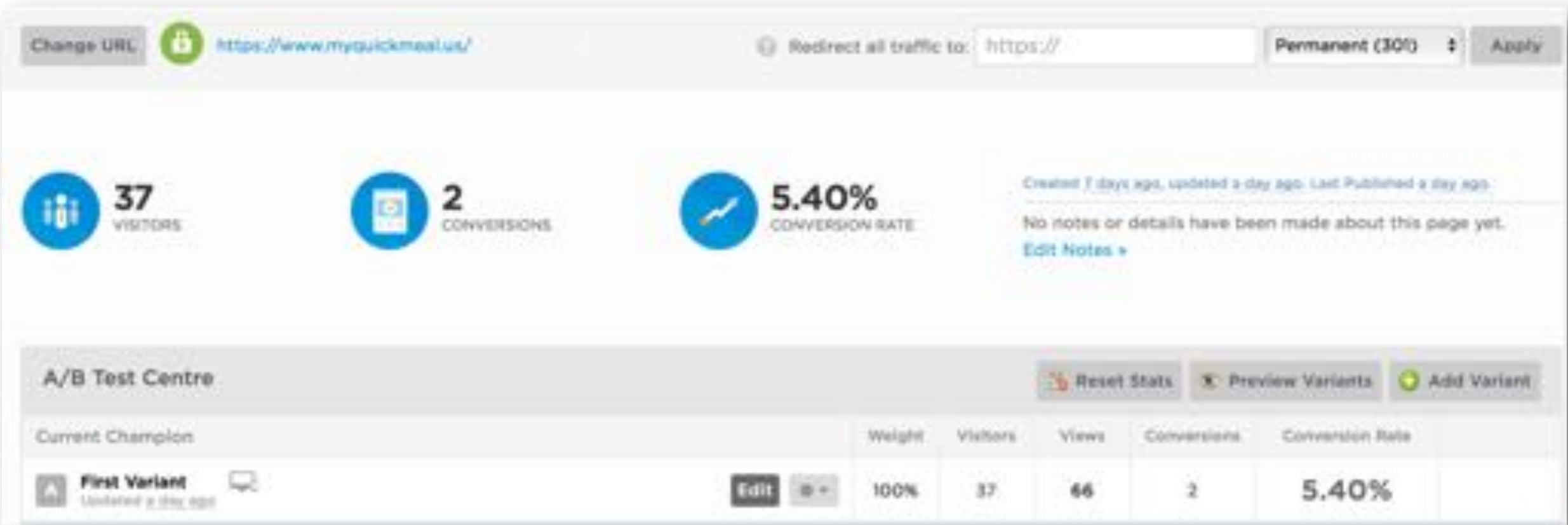
Jennifer T.

Facebook Campaign Results

Ad Name	Budget Ad Set	Last Significant Edit Ad Set	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
 ADS2	\$5.00 Lifetime	—	10 Link Clicks	386	406	\$0.50 Per Link Click	\$4.95	Nov 11, 2018
 ADS1	\$5.00 Lifetime	Nov 10, 2018, 2:14 PM Yesterday	2 Link Clicks	506	542	\$2.29 Per Link Click	\$4.57	Nov 11, 2018
Results from 2 ads		—	12 Link Clicks	859 People	948 Total	\$0.79 Per Link Click	\$9.52 Total Spent	



Unbounce Campaign Results



Findings

- Women show more interest in the product. Most of people interested in the product are aged 25-34 which aligns well with my persona.
- Advertisement B is more powerful because of its low reach but high click results. So I think the advertisement that more focuses on problem rather than solution is more attractive.
- The conversion rate is 5.4%. Regarding the landing page, I think I need to show more app decks and change a more attractive download button.