WEI(GLORIA) TANG
INF 556| 2018Fall

QuickMeal

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

Description

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

Allison, a hard-working manager at a consulting company

Behavior

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

Needs & Goals

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

Customer Discovery Findings

It's difficult to balance life and work. I need to prepare healthy food for my family. I don't want to put them into a dangerous place

VALIDATED

90%(9 out of 10) of the interviewees find hard to eat in a healthy way and the main reason is their busy work schedule.

Additional Findings

- **100%**(10 out of 10) of the interviewees indicated it only takes less than 15 minutes to eat when working
- **90%**(9 out of 10) of the interviewees works more than 8 hours a day
- **70%**(7 out of 10) of the interviewees will prepare a lunch box or snacks
- **70%**(7 out of 10) of the interviewees have no idea about nutrition and calories of food

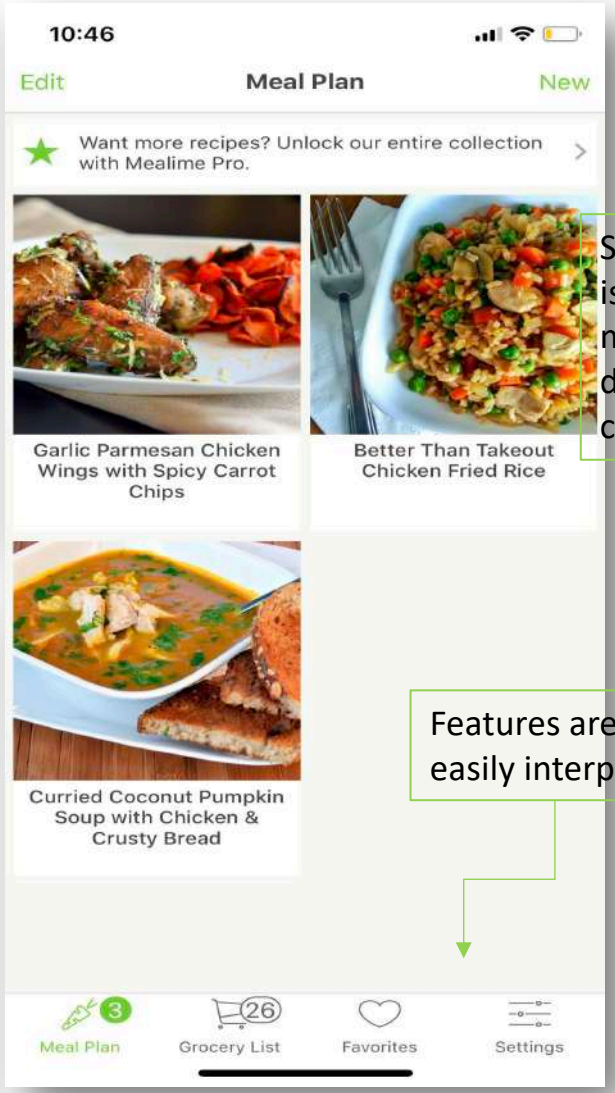
Direct Competitors - Mealime

Pros

- Provides a complete: Meal planning, Grocery shopping and Cooking Receipt
- Specializes for busy professionals
- People can create self profiles

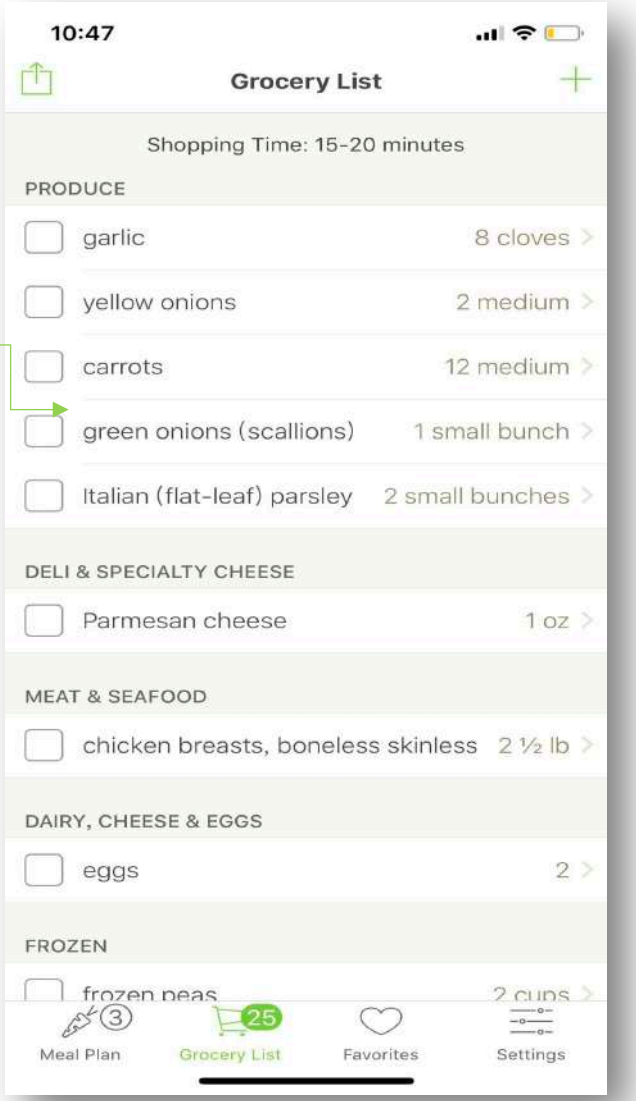
Cons

- Doesn‘t have a huge user base.
- Doesn't have any community feature.
- Doesn’t directly show nutrition and no calories calculation.



Features are simple and easily interpreted

Shopping list is clear, and materials will disappear by clicking



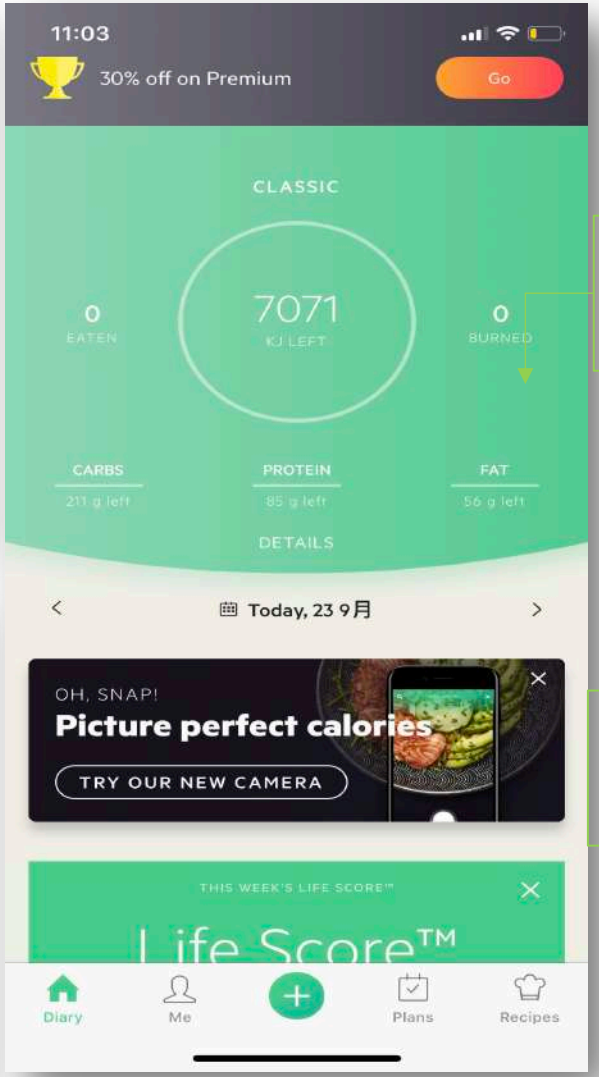
Direct Competitors - LifeSum

Pros

- Not only provides calories calculation but also recipes tell people how to cook
- Includes recipes with complete nutrient analysis and food photos
- Uses social media to connect with friends

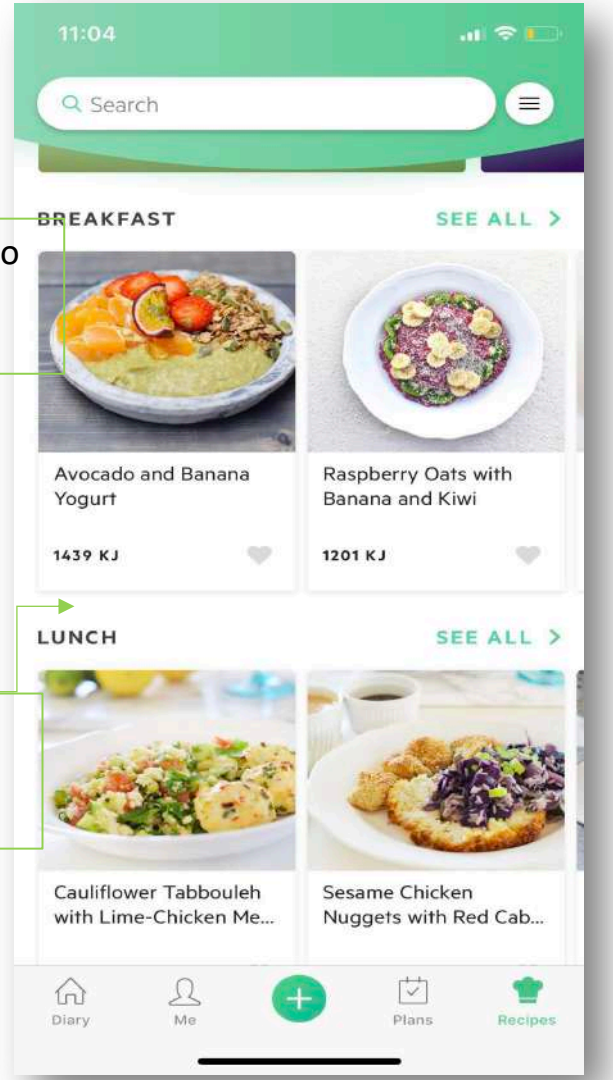
Cons

- More focuses on body-fitness aspect and not special for my target audience who have less time



A cheerful design to tell people intake information

Clear categories with attractive pictures



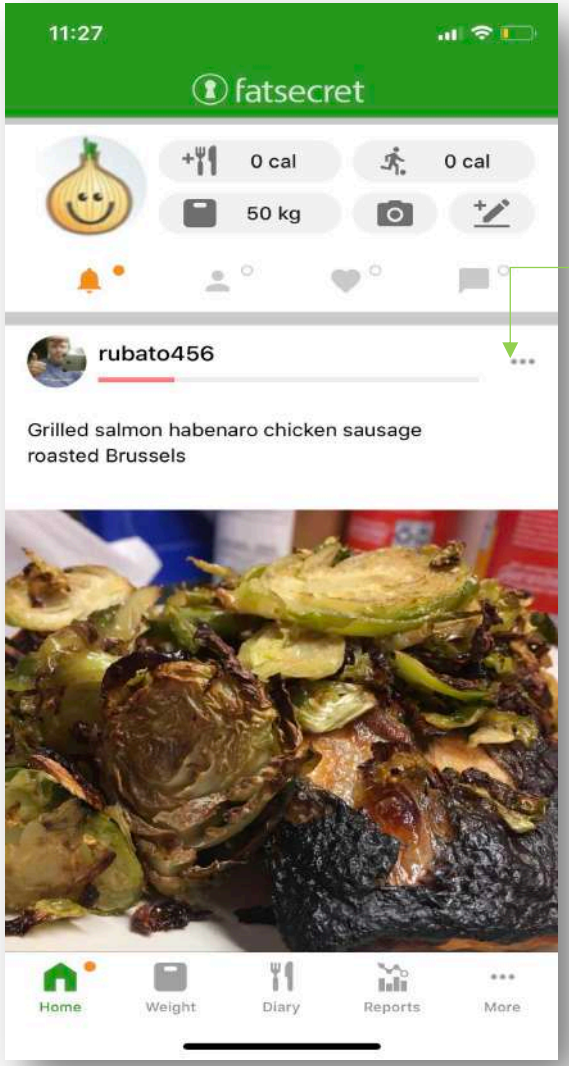
Direct Competitors - Fatsecret

Pros

- 100% free app
- Image recognition of food
- Interacts with health professionals
- Access to largest quality databases of food and nutrition information

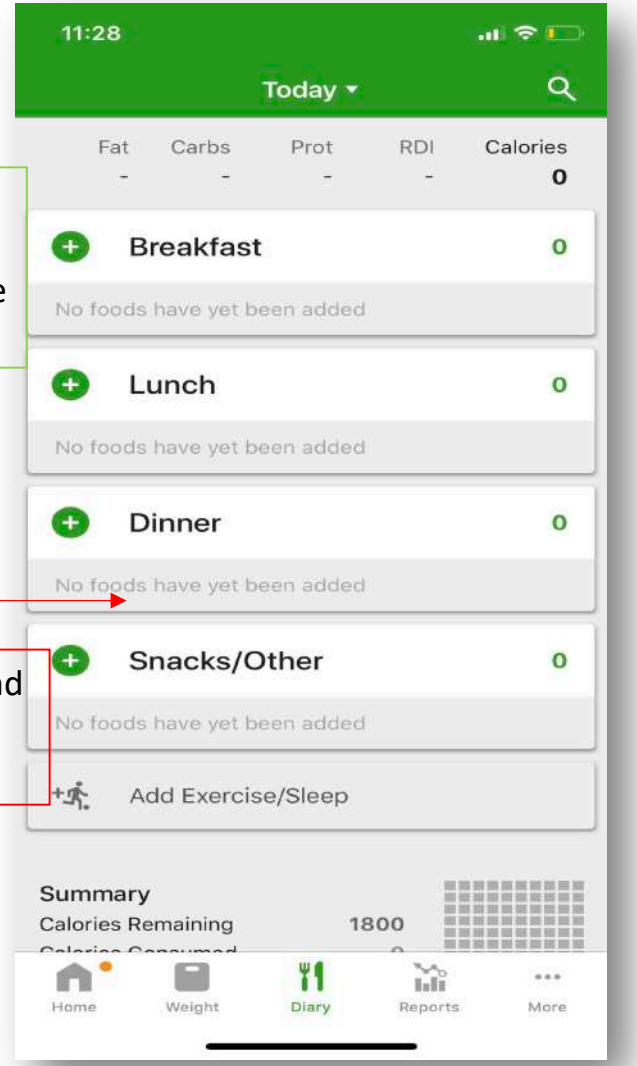
Cons

- The functions in app are simple and main functions are all in website, app only can track calories.
- The layouts of websites and app are out-of-fashion.



Blog designed layout provides place for people to share

Kind of cold and unattractive interface



Competitor Analysis Findings

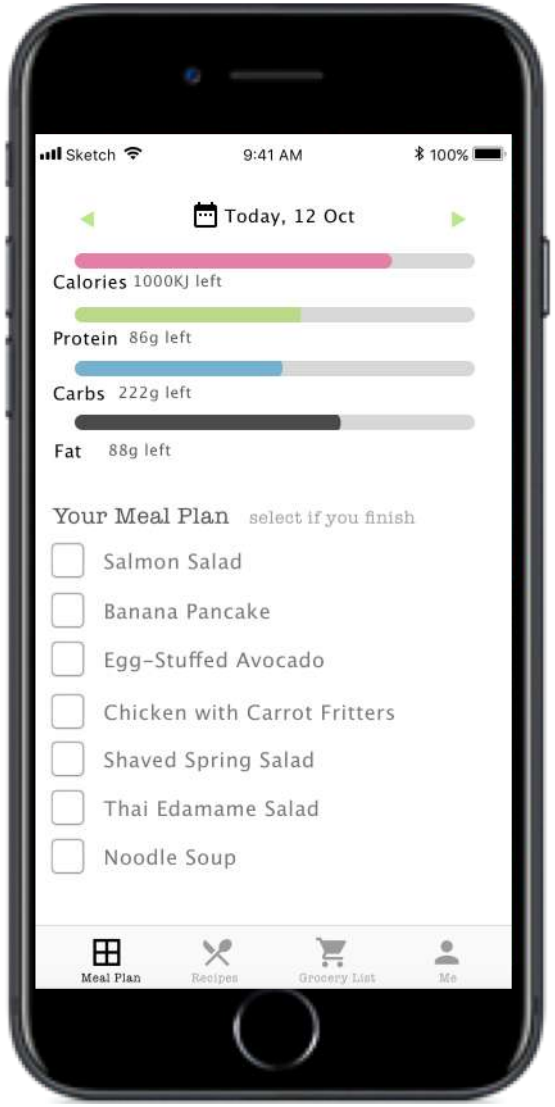
CURRENT MARKETPLACE

Healthy and fast food preparation looks like a blue ocean of product offerings with similar features to target audience, busy professionals who don't have many time to prepare food but care about health. We can see many applicants focus on food recipes, food substitutes and fitness respectively, but few pursue health and efficiency together.

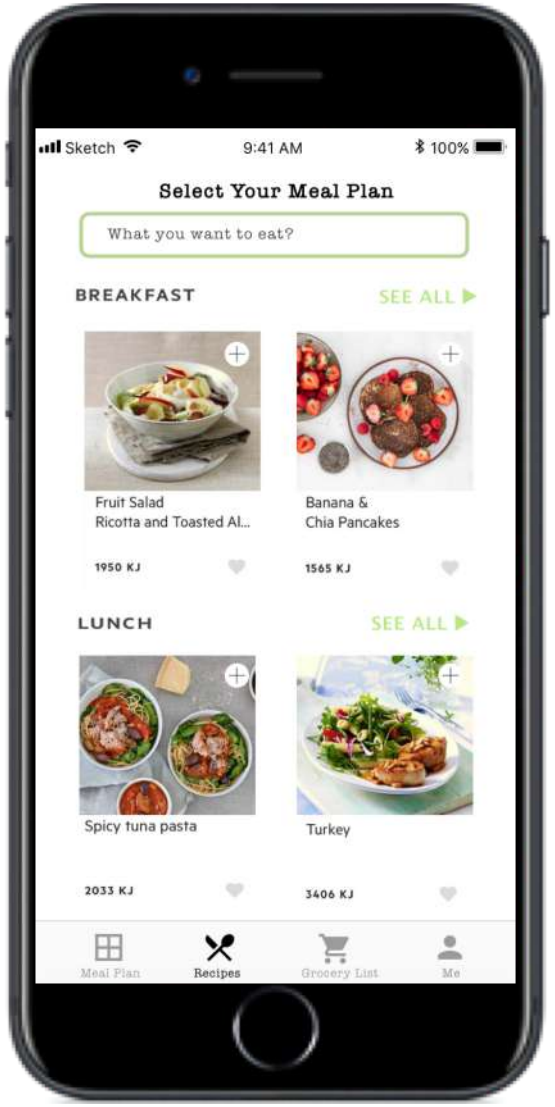
OPPORTUNITY AND RECOMMENDATION

There might be an opportunity for healthy and fast food app for identifying food nutrition, providing recipes/products for fast and health food and building community where users can share experience. As we are discussing before, we can add interesting functions from those direct and indirect competitors we analyzed before, like image recognition, calories calculation formula. In one word, that would be an ideal app special for busy professionals.

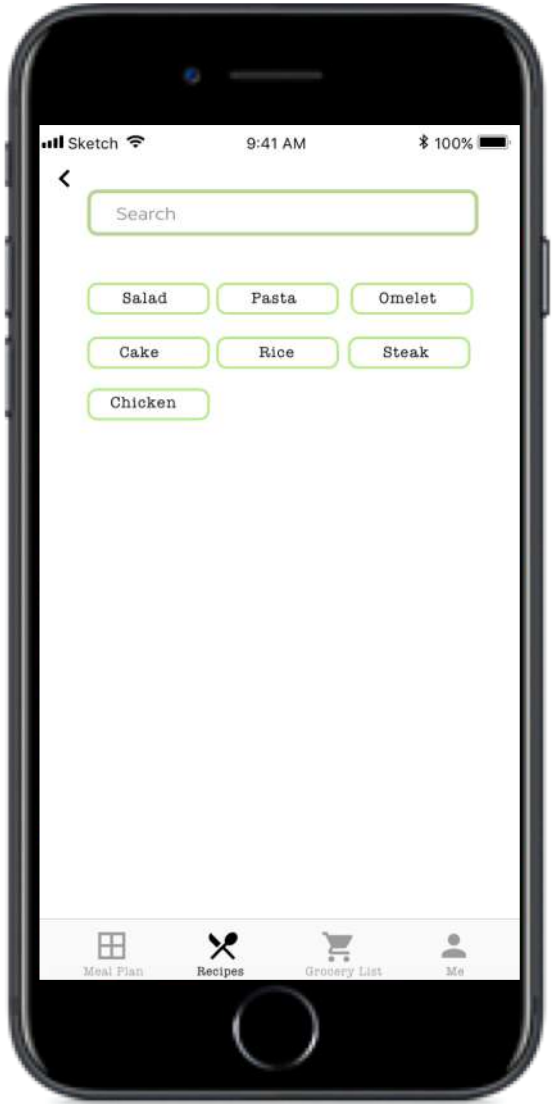
Prototype – Key Experience



Meal Plan



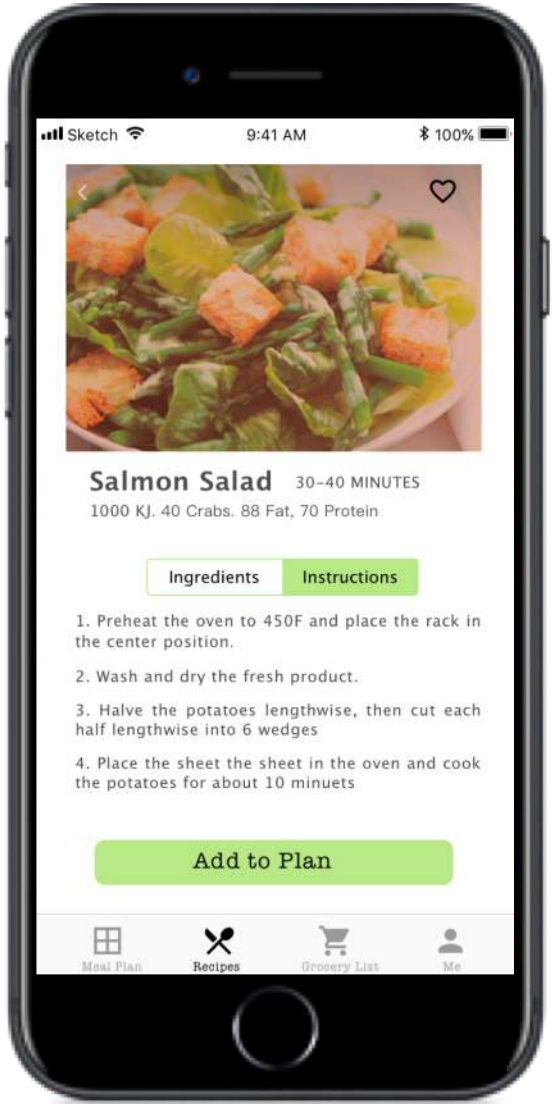
Meal Selection



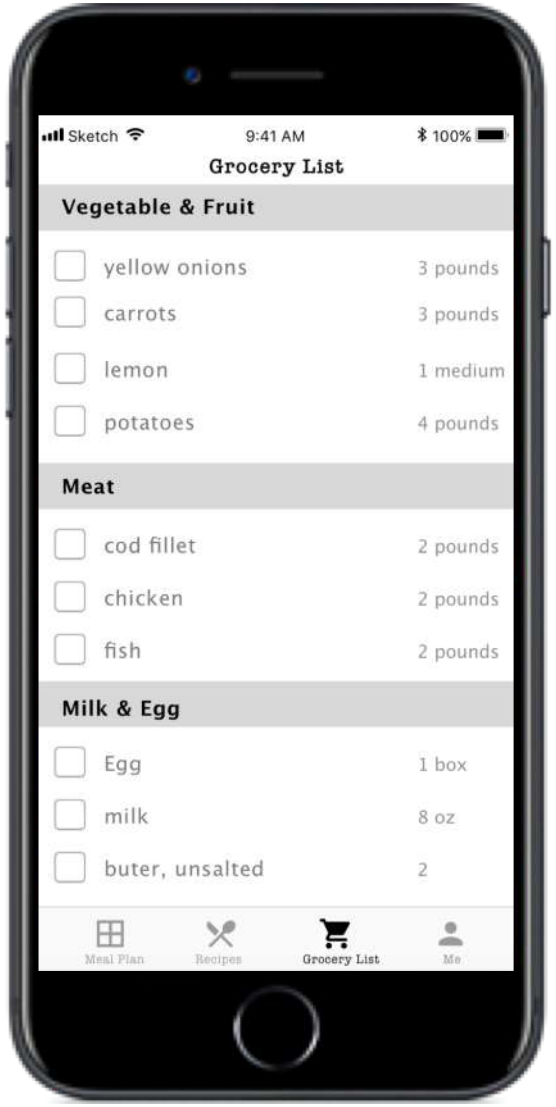
Search

Prototype - Key Experience

Recipe-Ingredient



Recipe-Instruction



Grocery List

Profile

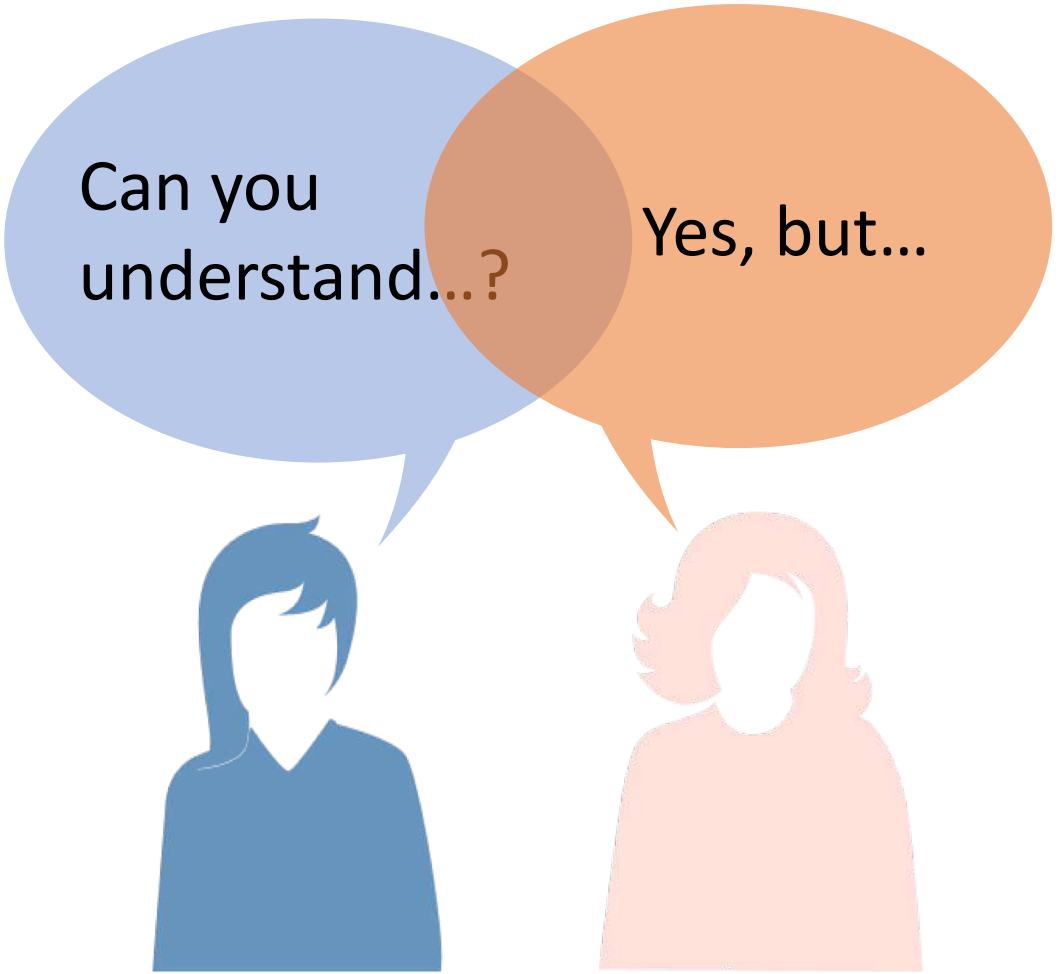
Field Research Study

Purpose: evaluate the prototype to see if target customers know how to use and meet their needs.

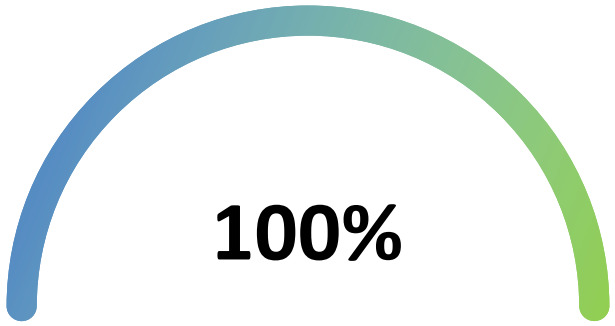
Recruitment: candidates were recruited through Facebook and referred from friends.

Location: Loit Café in LA downtown

Sample Questions: What do you expect after clicking “Add to Plan” button? Do you want a video recipes here?



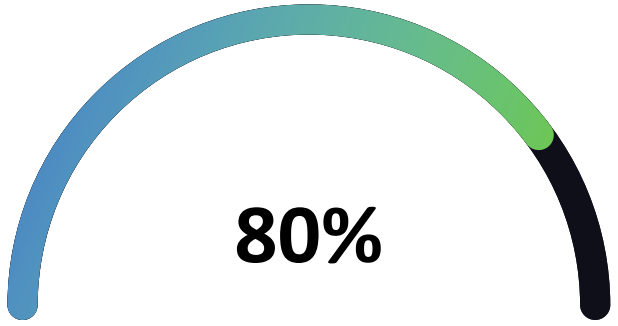
Interview Findings| Persevere



PROBLEM HYPOTHESIS

VALIDATED

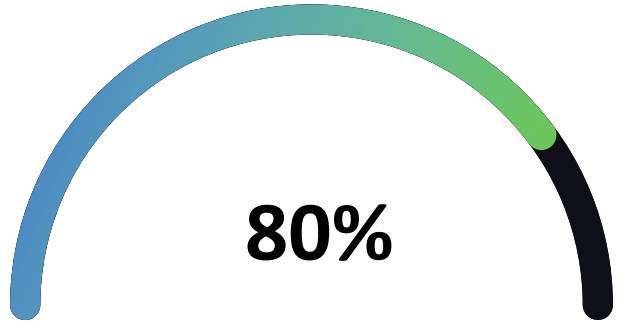
Busy professionals find it difficult to prepare their meals in a healthy and efficient way. (100% interviewees had this problems)



VALUE PROPOSITION

VALIDATED

80% interviewees said QuickMeal provides a intuitive solution.

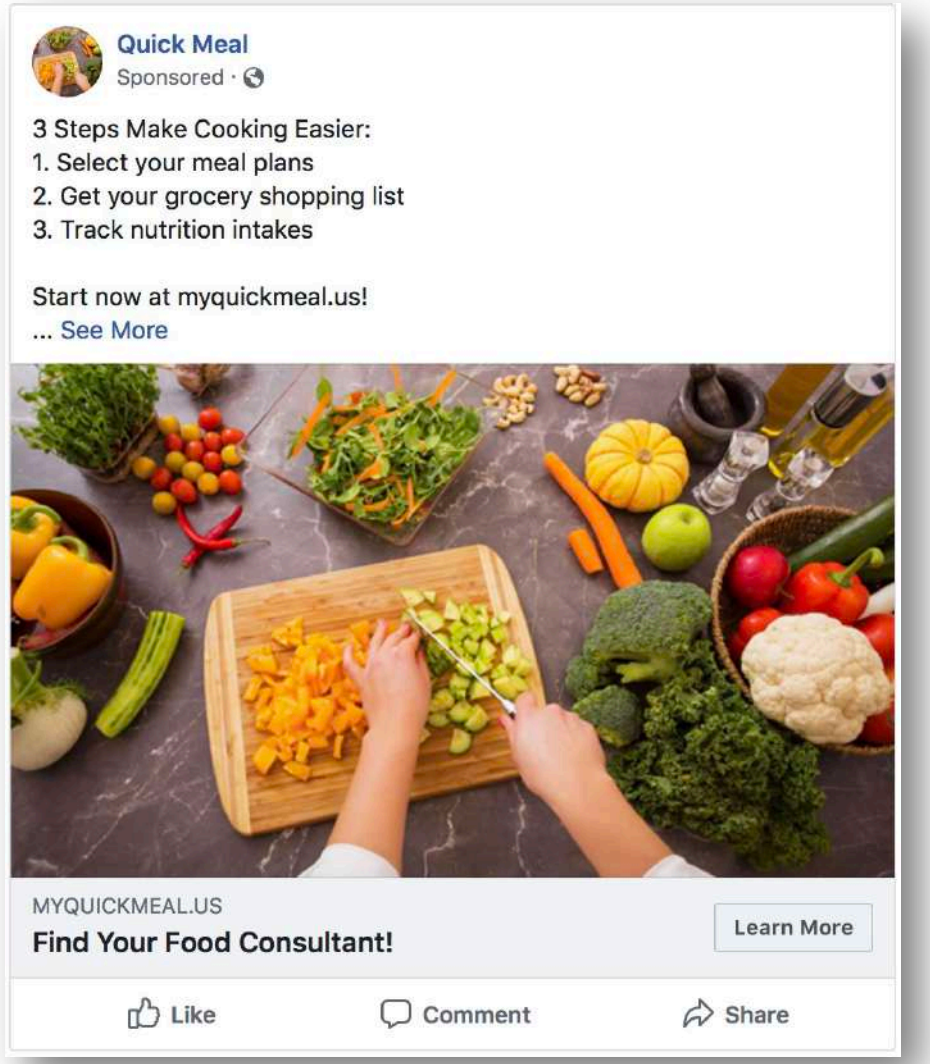


BUSINESS MODEL

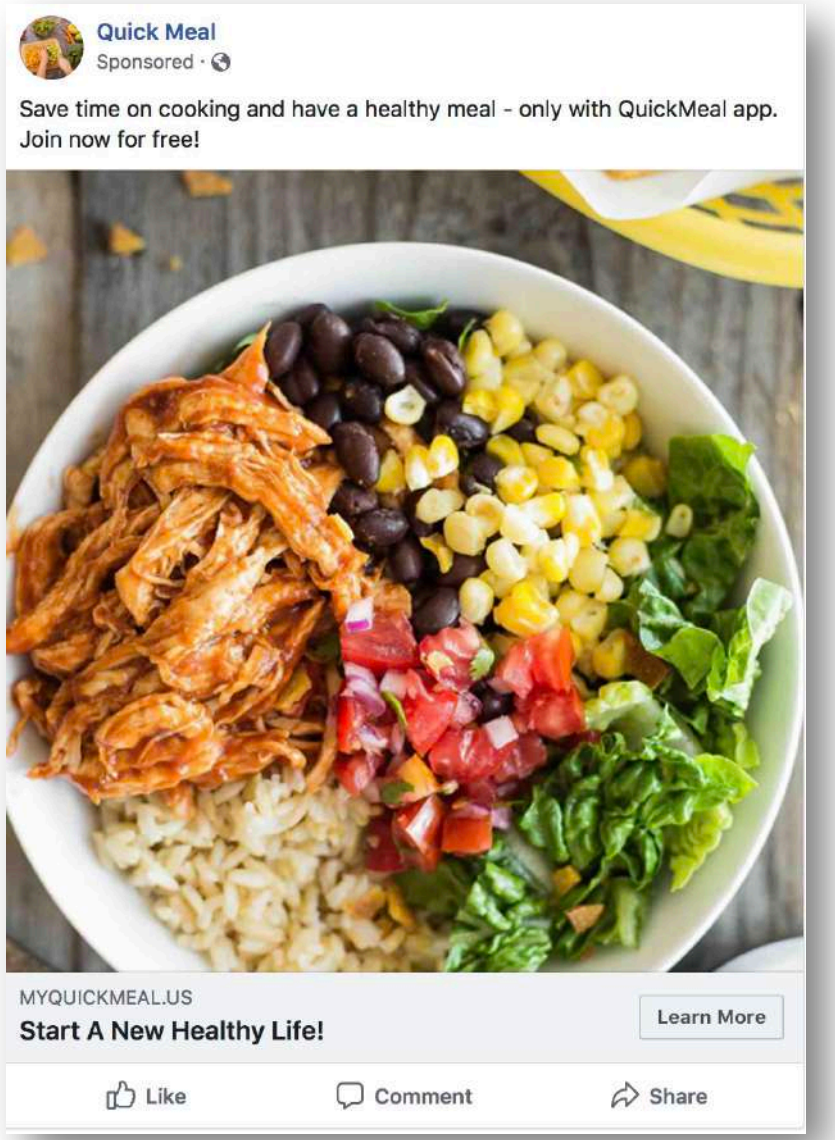
VALIDATED

80% interviewees are willing to pay $5 per month for membership.

Advertising Campaign

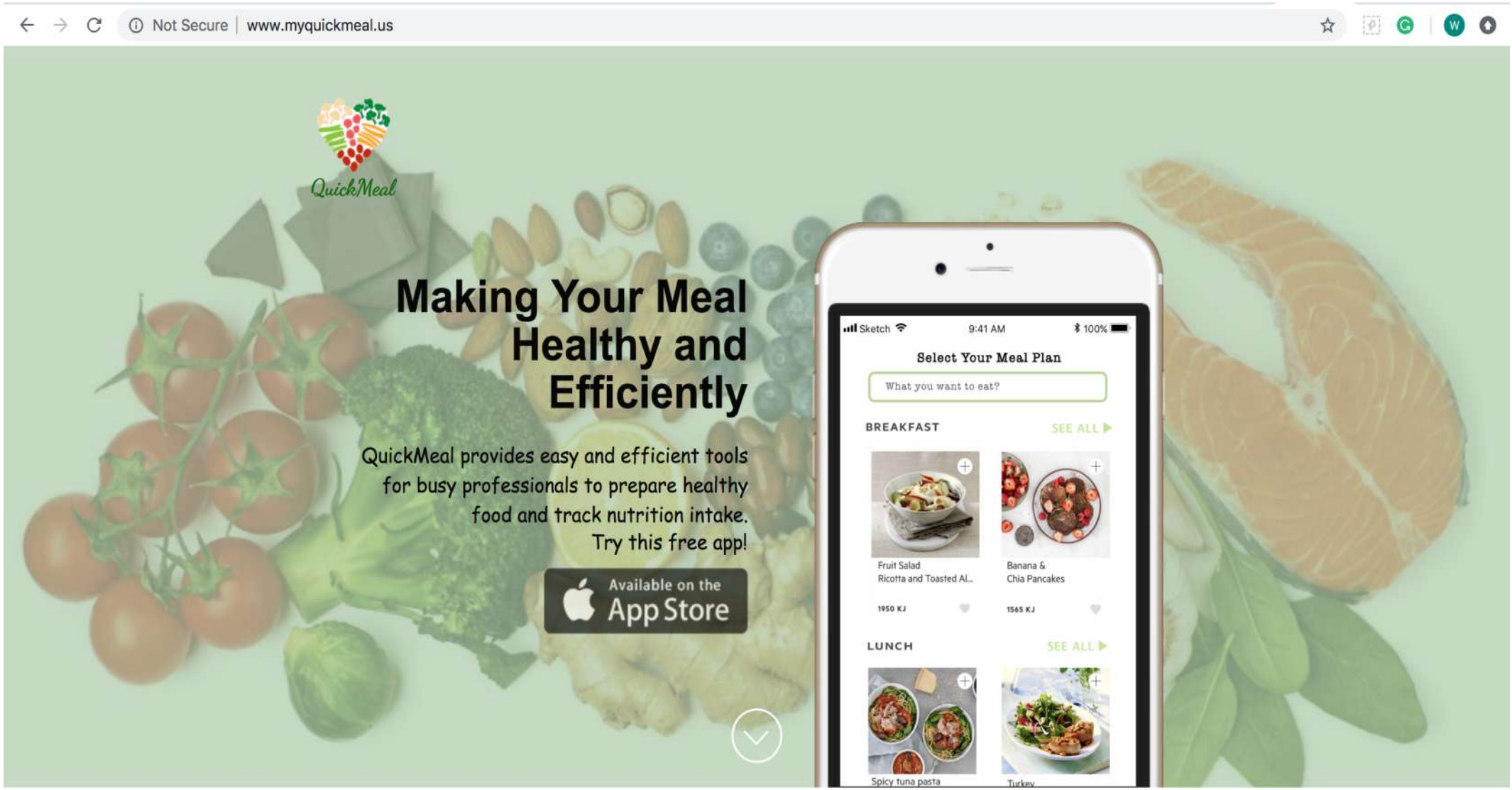


Solution-oriented



Problem-oriented

Landing Page - Top



Landing Page - Middle

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

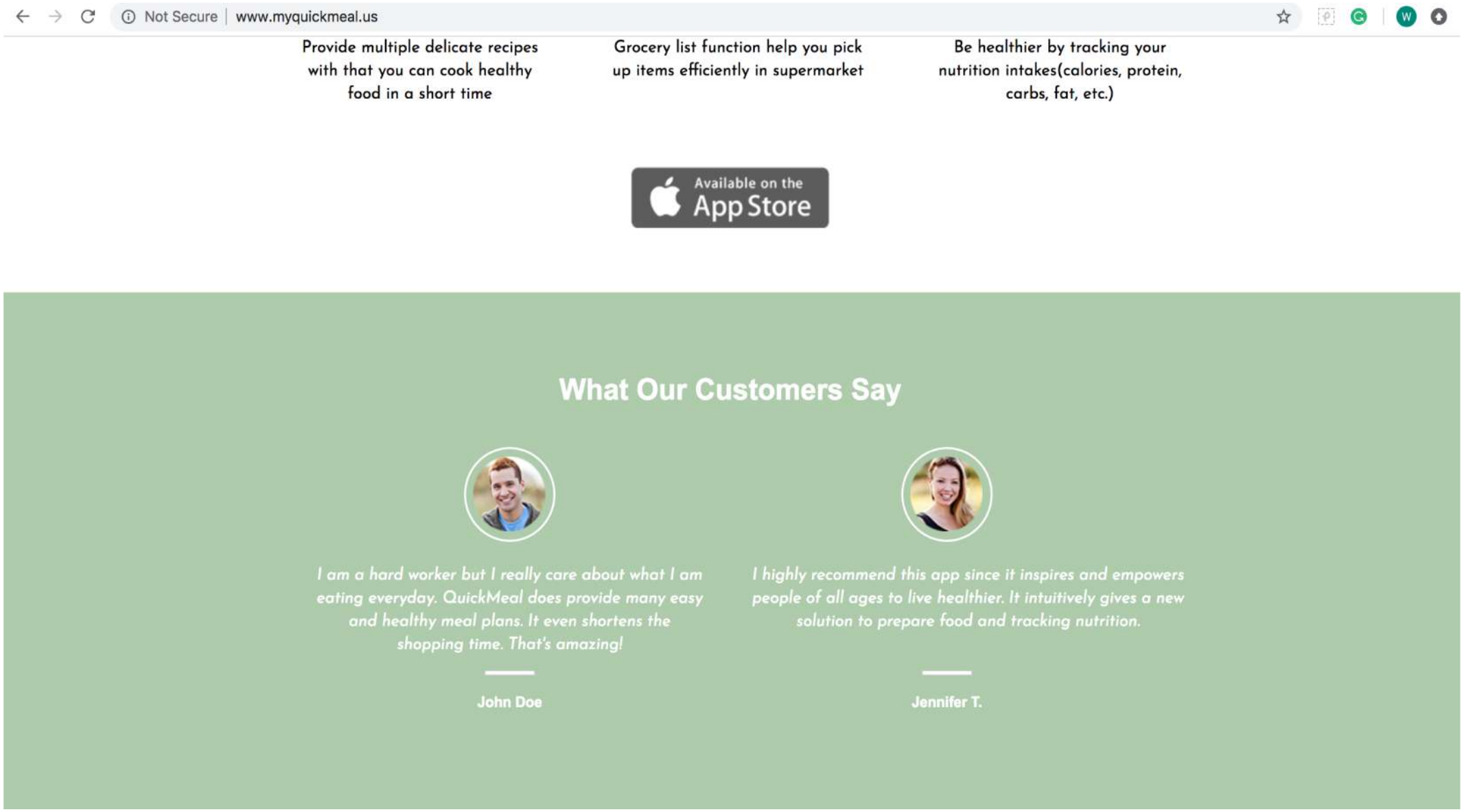
Intake Calculation

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

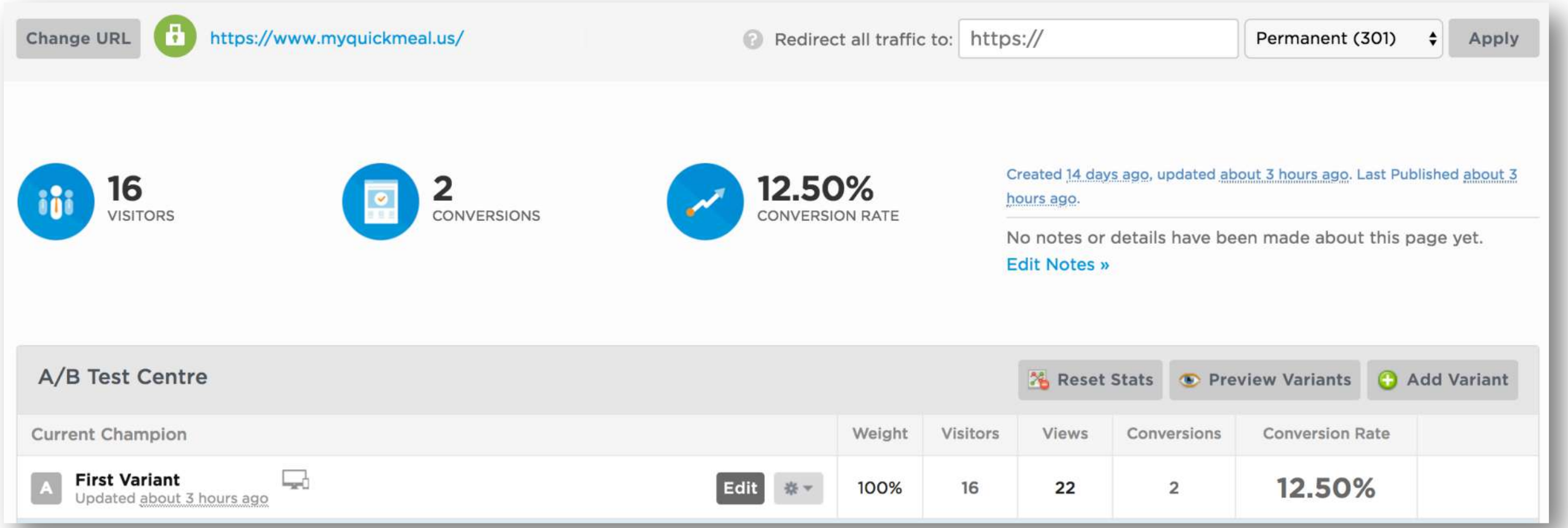
Available on the App Store

What Our Customers Say

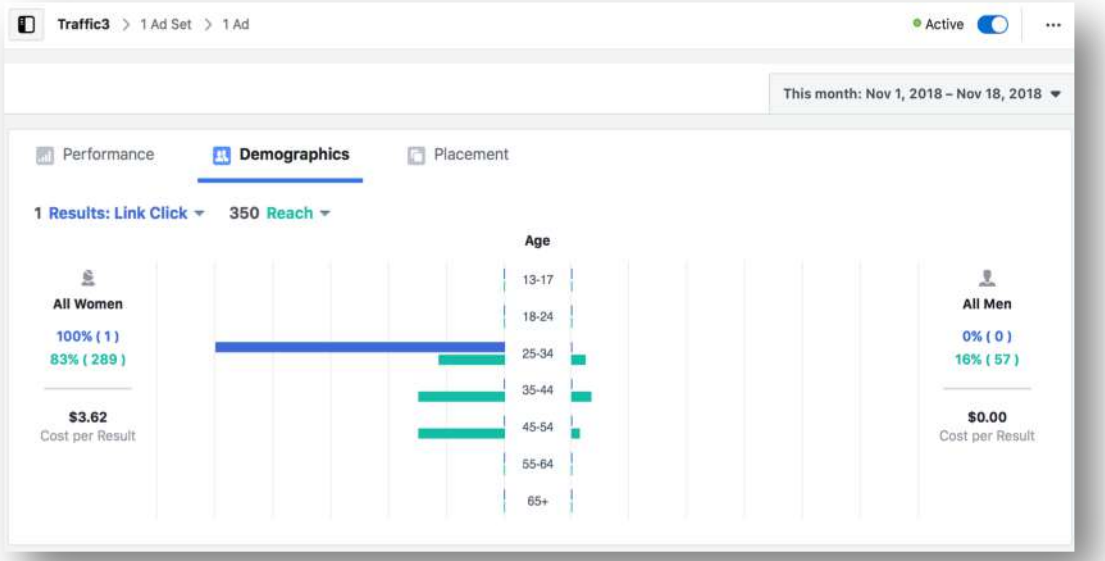
Landing Page - Bottom

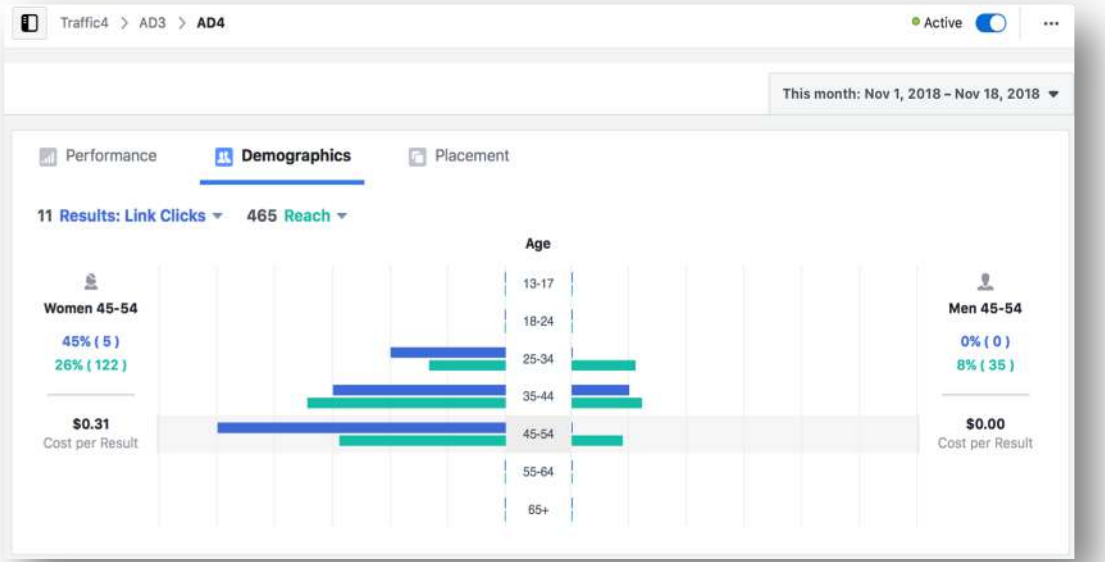


Unbounce Result



Advertising Campaign Findings

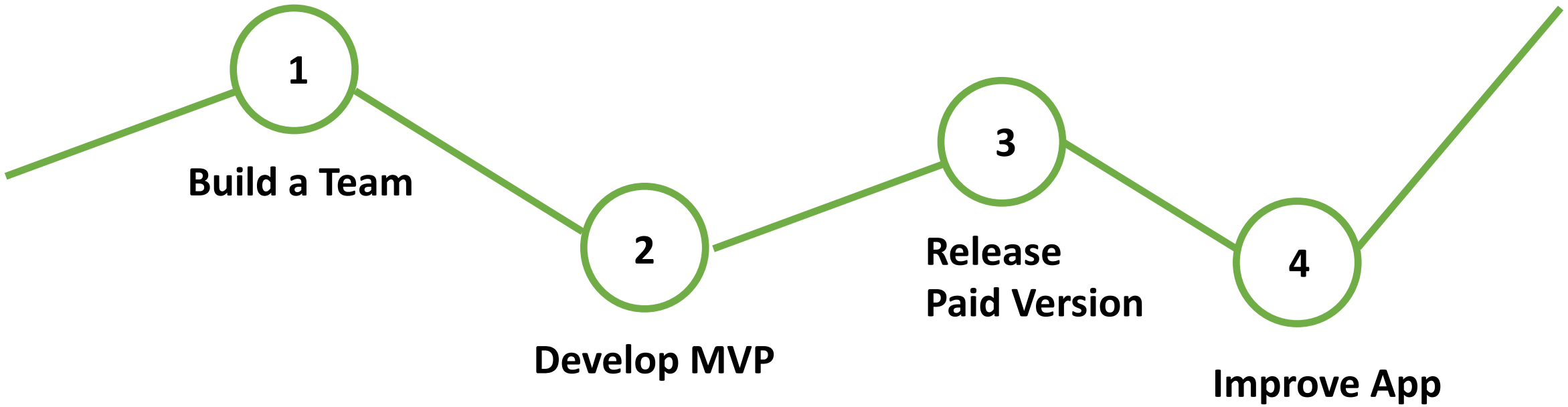




- **Problem-driven** advertisement performed better than solution-driven one.
- In this campaign, I enlarge the age range to 50. It is surprised that **people aged 40-50** account for a large proportion.
- Now, the conversion rate of Unbounce is 12.5%. **The notification of free charge** might contribute to the increasing rate.

Next Steps

If I were given $100,000 to move forward, I would spend the money on...



THANK YOU

Contact us: tang545@marshall.usc.edu