



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

VALIDATED

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



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

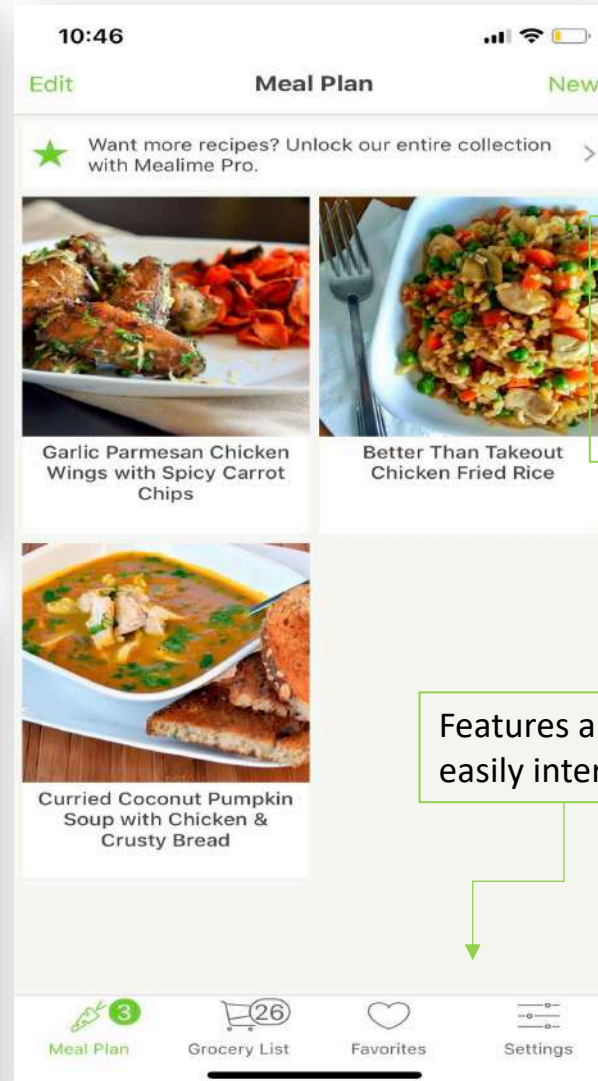
Direct Competitors - Mealime

Pros

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

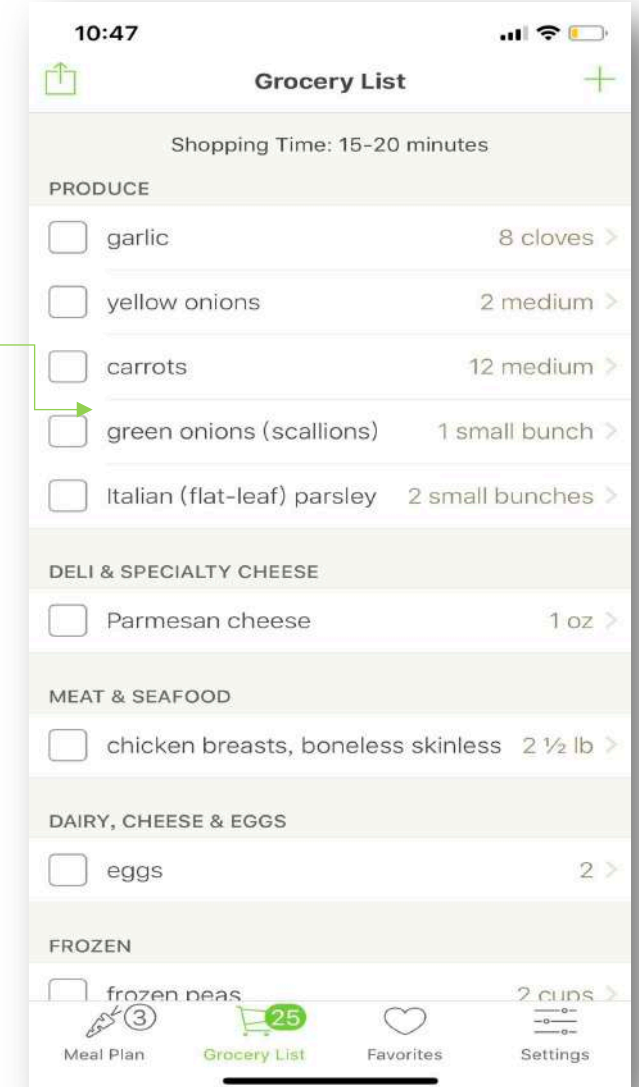
Cons

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



Shopping list is clear, and materials will disappear by clicking

Features are simple and easily interpreted



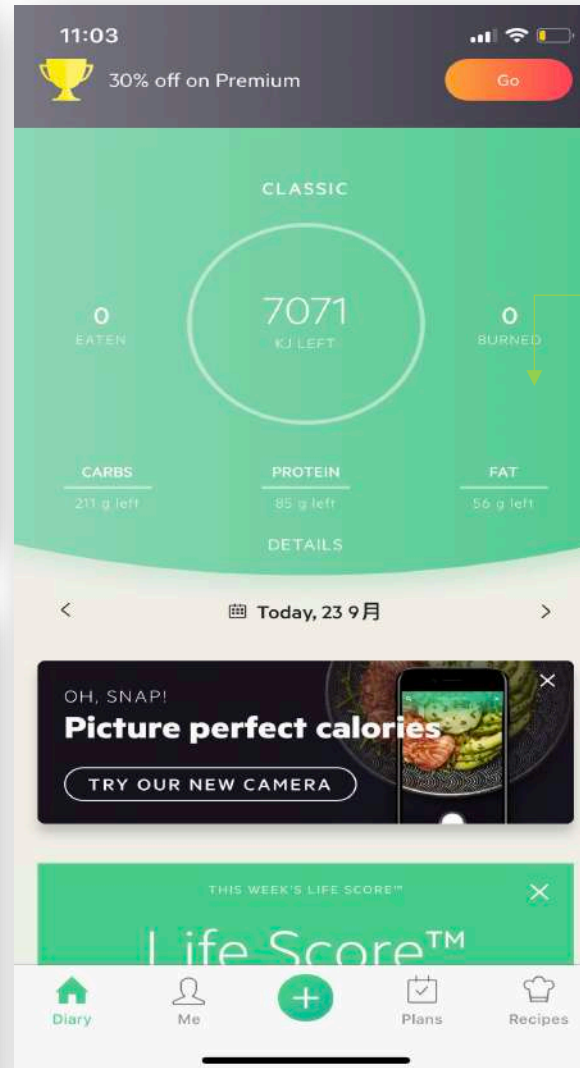
Direct Competitors - LifeSum

Pros

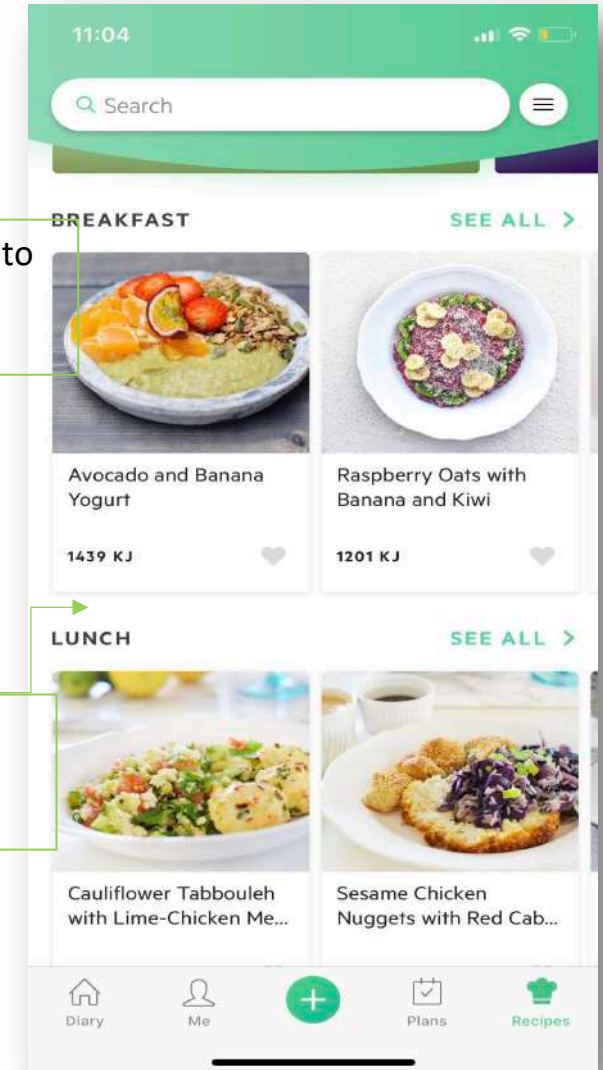
- Not only provides calories calculation but also recipes tell people how to cook
- Includes recipes with complete nutrient analysis and food photos
- Uses social media to connect with friends

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

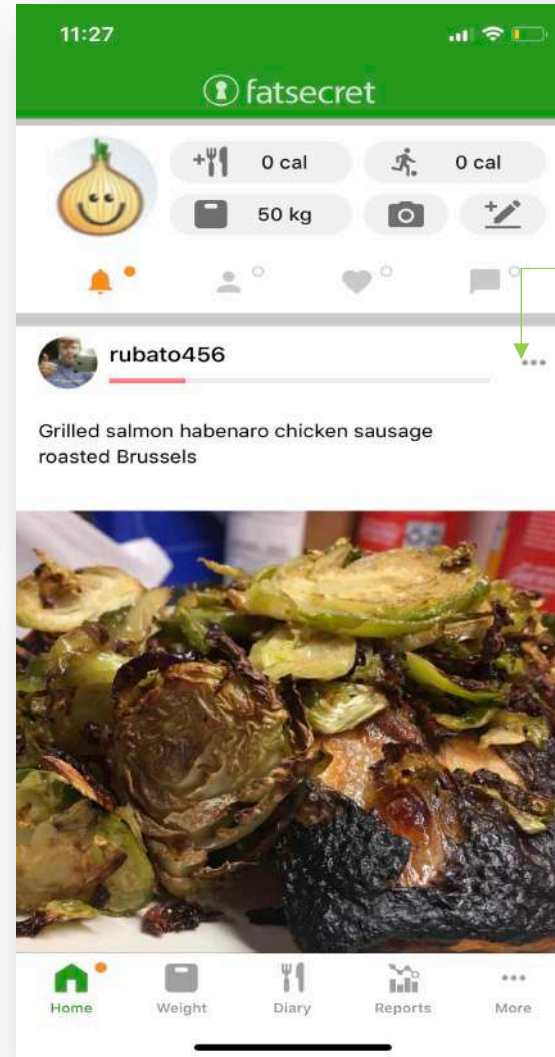
Direct Competitors - Fatsecret

Pros

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

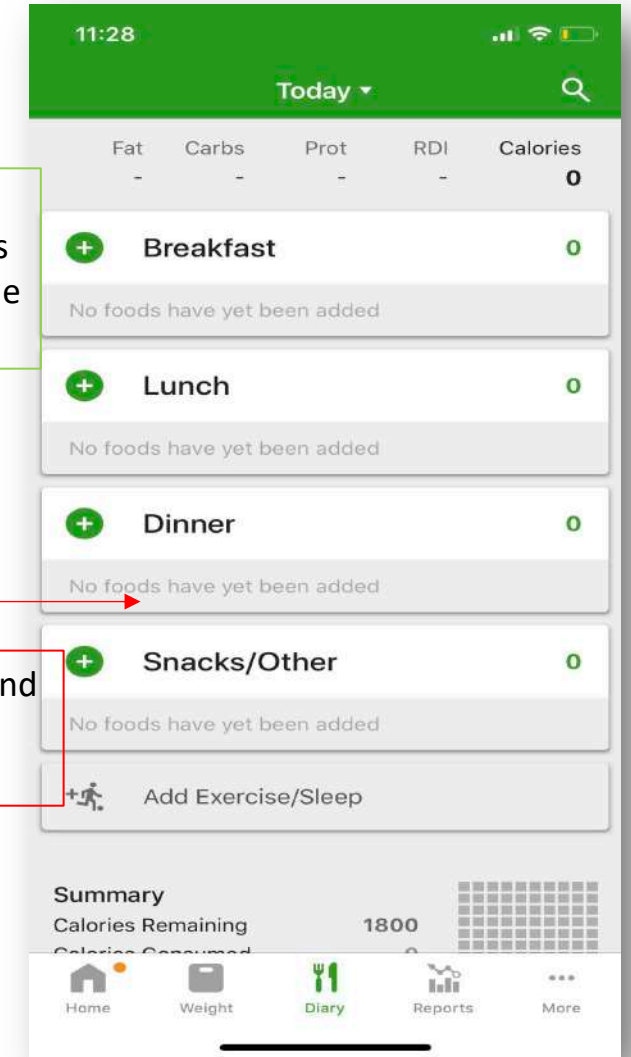
Cons

- 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

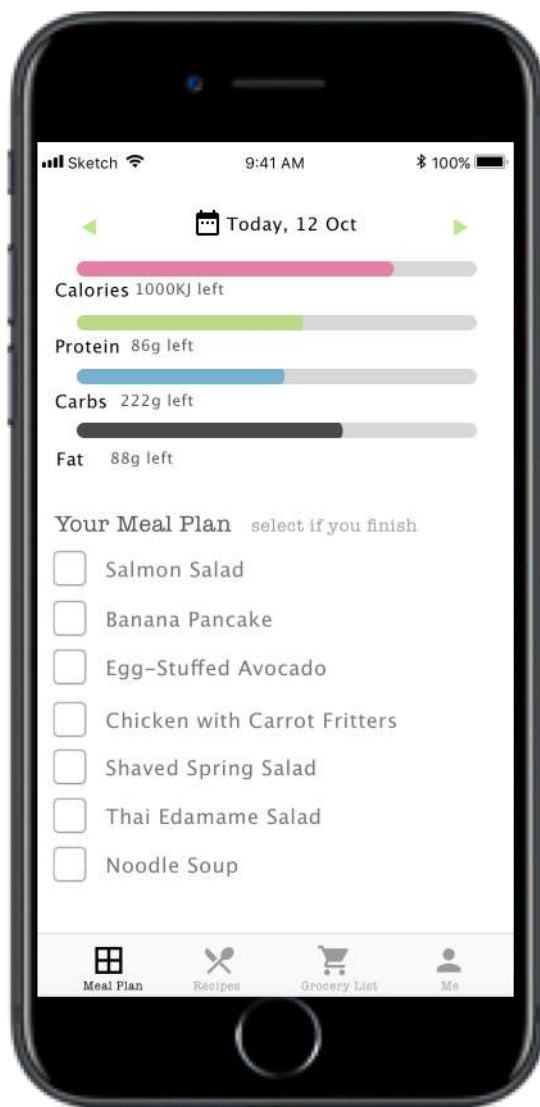
CURRENT MARKETPLACE

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.

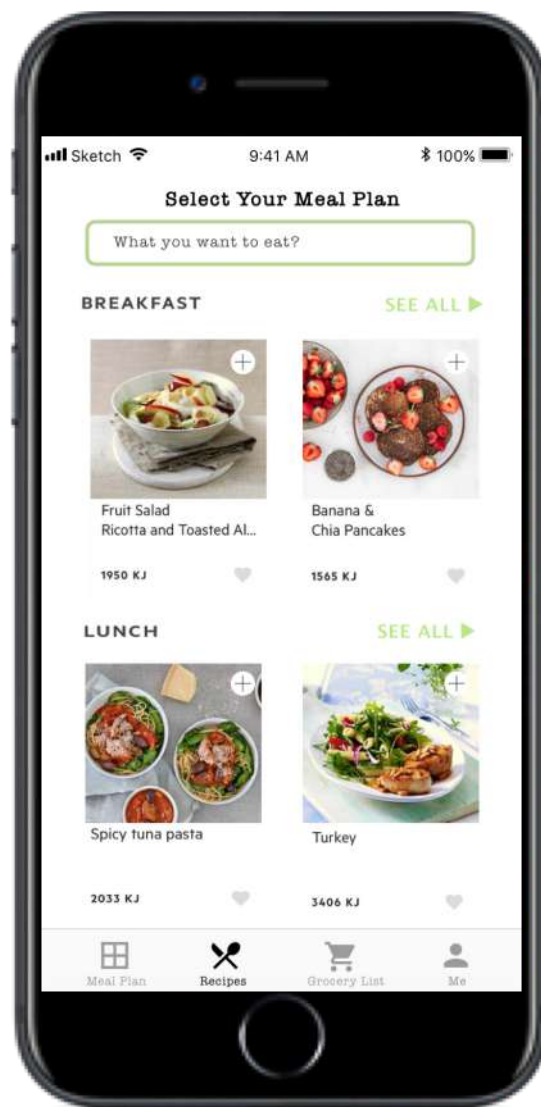
OPPORTUNITY AND RECOMMENDATION

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.

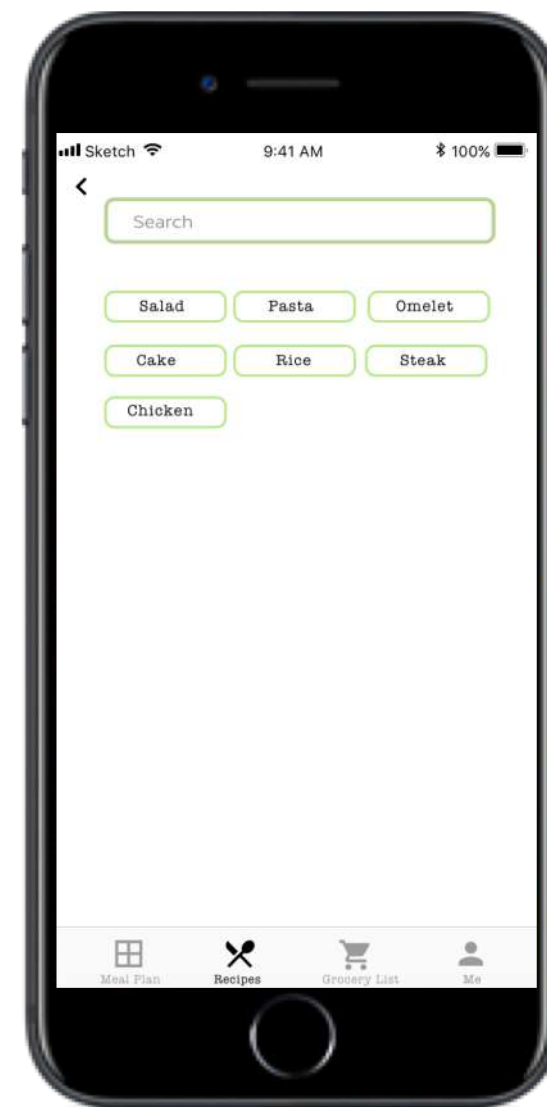
Prototype – Key Experience



Meal Plan



Meal Selection

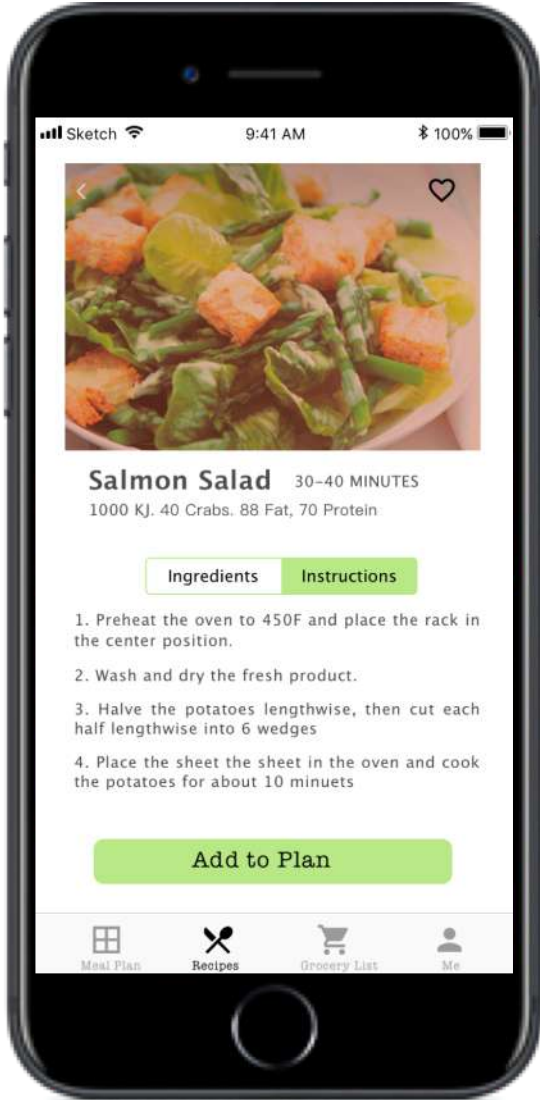


Search

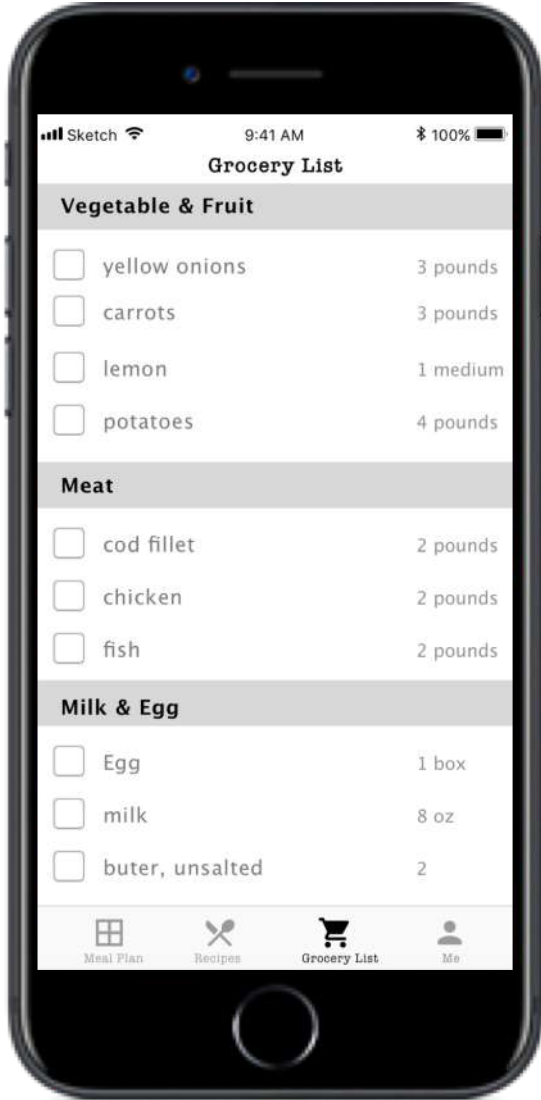
Prototype - Key Experience



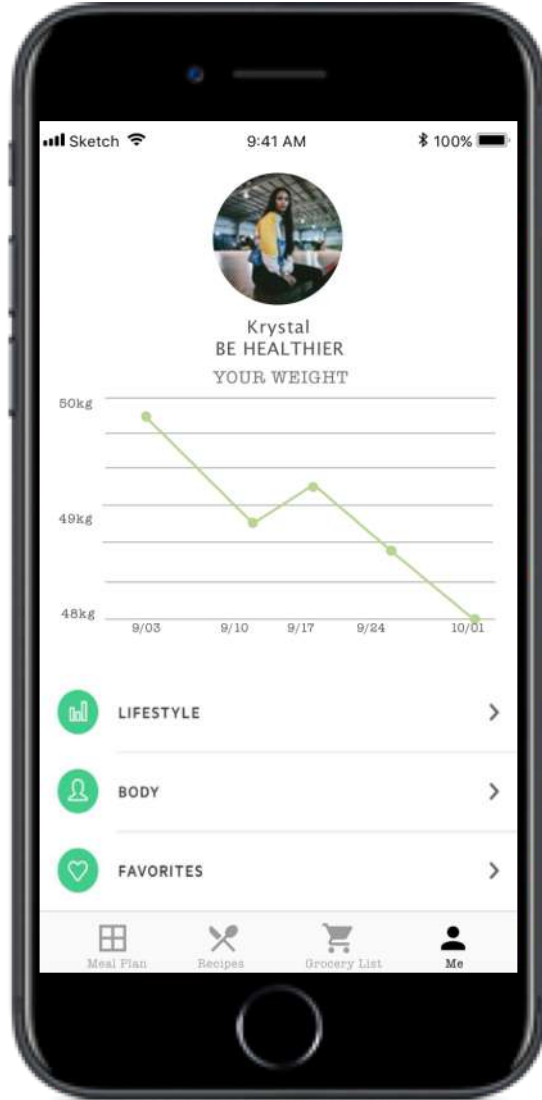
Recipe-Ingredient



Recipe-Instruction



Grocery List



Profile

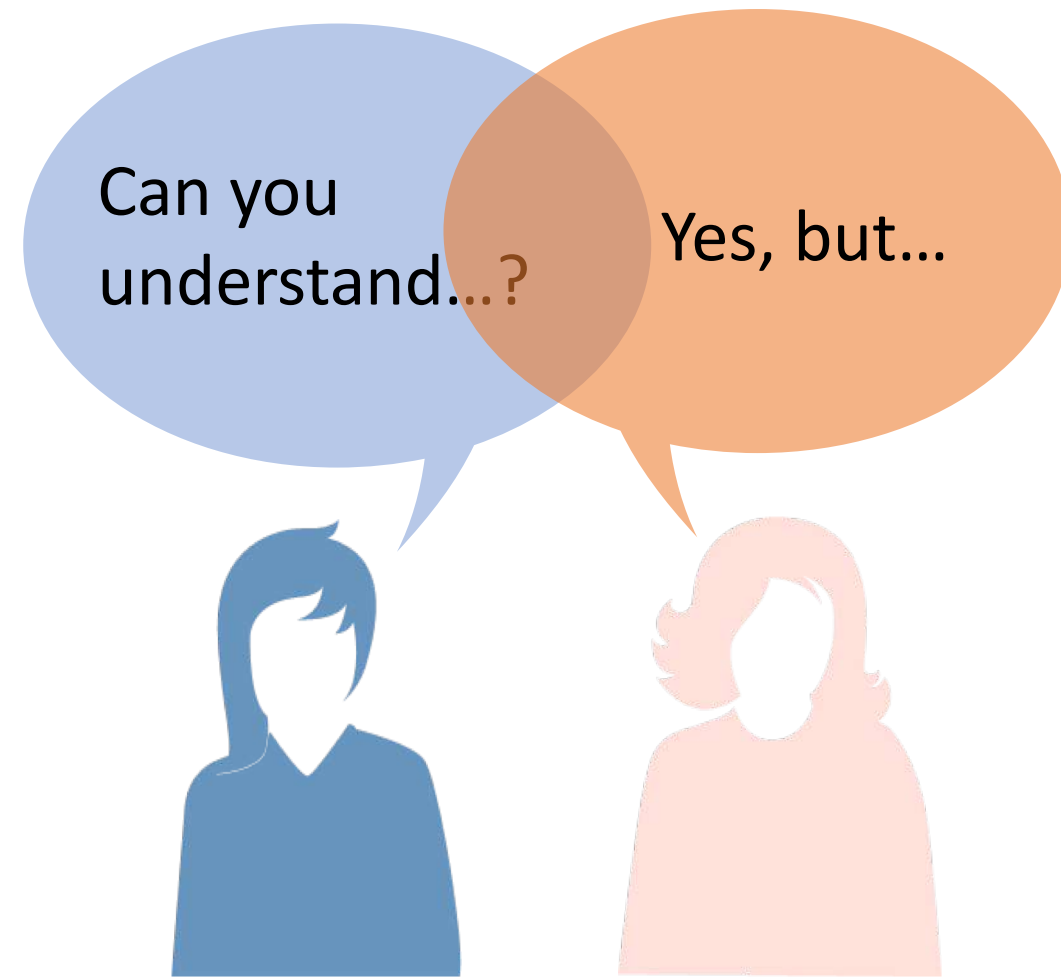
Field Research Study

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

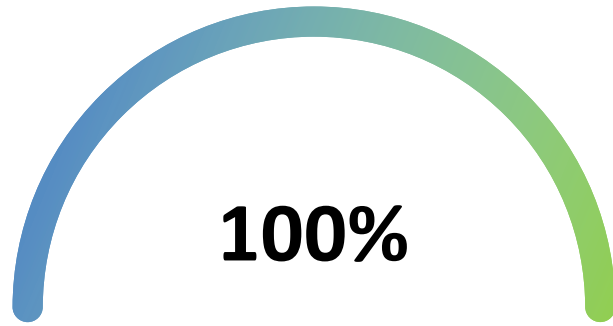
Recruitment: candidates were recruited through Facebook and referred from friends.

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?

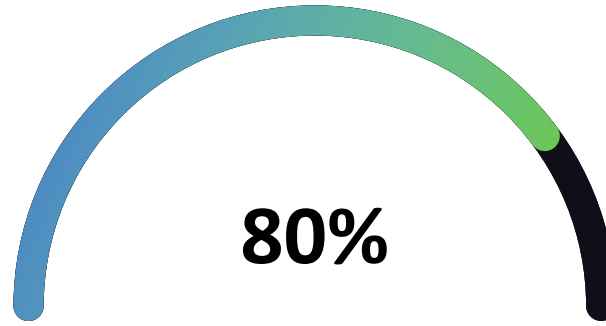


Interview Findings | Persevere



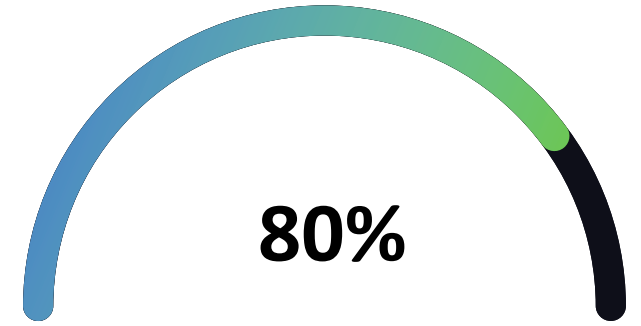
PROBLEM HYPOTHESIS VALIDATED

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

 **Quick Meal**
Sponsored · 🌐

3 Steps Make Cooking Easier:
1. Select your meal plans
2. Get your grocery shopping list
3. Track nutrition intakes

Start now at myquickmeal.us!
... [See More](#)




MYQUICKMEAL.US
Find Your Food Consultant!


[Learn More](#)

👍 Like 💬 Comment ➦ Share

Solution-oriented

 **Quick Meal**
Sponsored · 🌐

Save time on cooking and have a healthy meal – only with QuickMeal app.
Join now for free!



MYQUICKMEAL.US
Start A New Healthy Life!

[Learn More](#)

👍 Like 💬 Comment ➦ Share

Problem-oriented

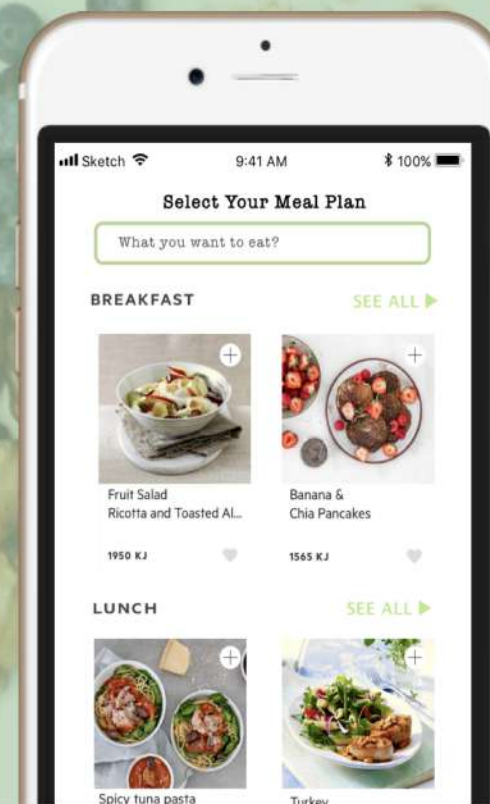
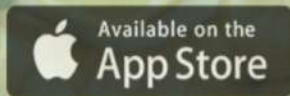
Landing Page - Top

← → ↻ ⓘ Not Secure | www.myquickmeal.us



Making Your Meal Healthy and Efficiently

QuickMeal provides easy and efficient tools for busy professionals to prepare healthy food and track nutrition intake. Try this free app!



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.)



What Our Customers Say

Landing Page - Bottom



Not Secure | www.myquickmeal.us



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

Grocery list function help you pick up items efficiently in supermarket

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



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.


Unbounce Result

Change URL


 <https://www.myquickmeal.us/>

?


Redirect all traffic to:

Permanent (301) 


Apply



16
VISITORS



2
CONVERSIONS




12.50%
CONVERSION RATE


Created [14 days ago](#), updated [about 3 hours ago](#). Last Published [about 3 hours ago](#).


No notes or details have been made about this page yet.



[Edit Notes »](#)

A/B Test Centre

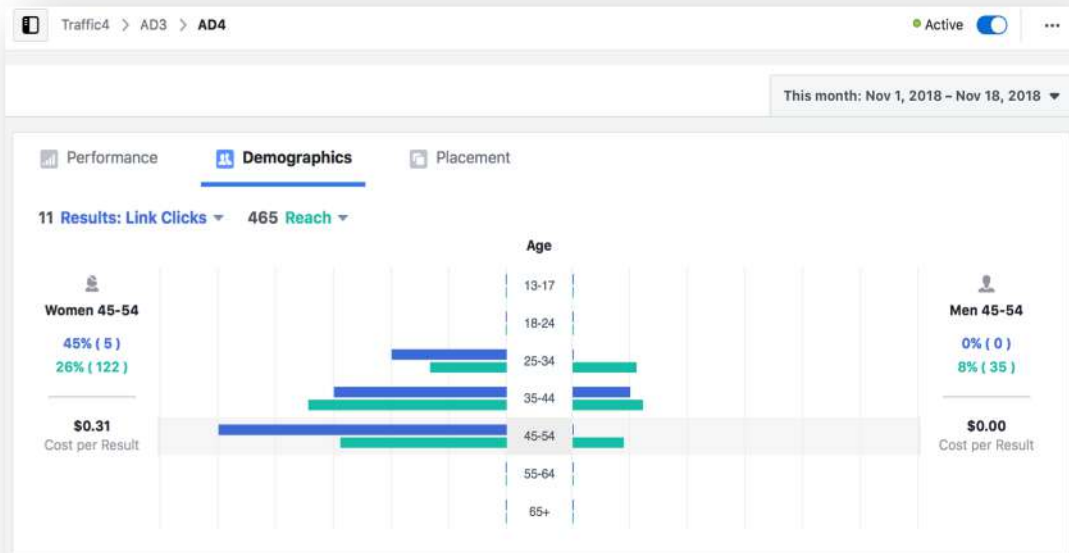
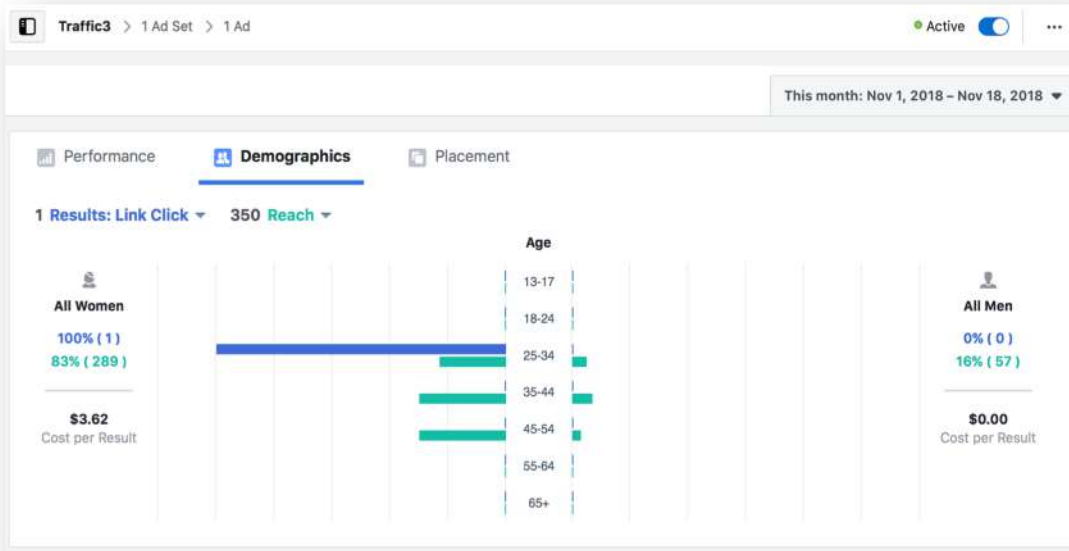
 Reset Stats

 Preview Variants

 Add Variant

Current Champion				Weight	Visitors	Views	Conversions	Conversion Rate	
<div><div>A</div><div><div>First Variant</div><div>Updated about 3 hours ago</div></div><div></div></div>	<div>Edit</div> <div></div>	100%	16	22	2	12.50%			

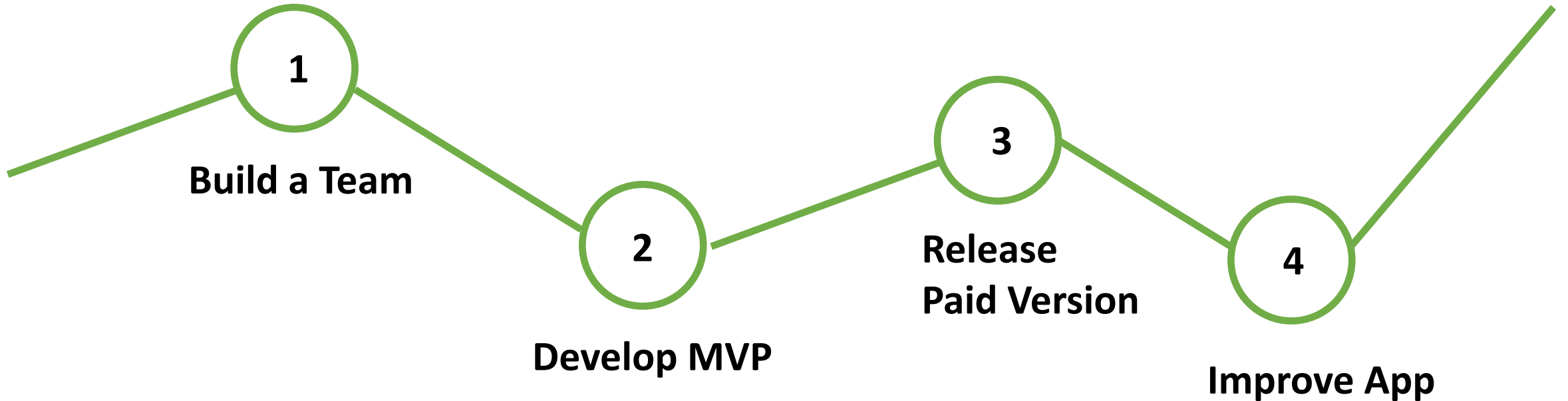
Advertising Campaign Findings

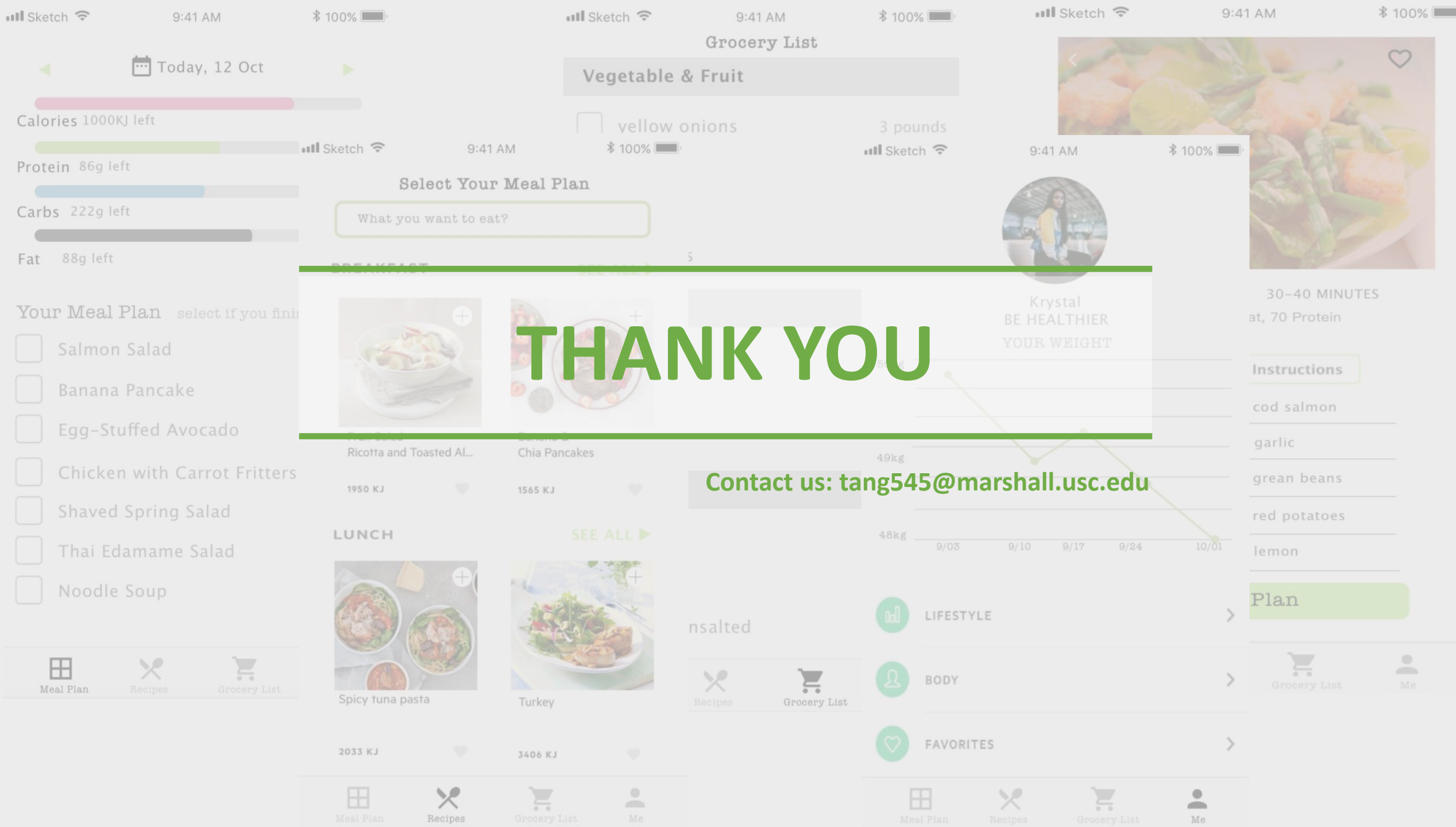


- **Problem-driven** advertisement performed better than solution-driven one.
- In this campaign, I enlarge the age range to 50. It is surprised that **people aged 40-50** account for a large proportion.
- Now, the conversion rate of Unbounce is 12.5%. **The notification of free charge** might contribute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

Next Steps

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





Grocery List

Vegetable & Fruit

☐ yellow onions

3 pounds

Select Your Meal Plan

What you want to eat?

Calories 1000KJ left

Protein 86g left

Carbs 222g left

Fat 88g left

Your Meal Plan select if you finish

- ☐ Salmon Salad
- ☐ Banana Pancake
- ☐ Egg-Stuffed Avocado
- ☐ Chicken with Carrot Fritters
- ☐ Shaved Spring Salad
- ☐ Thai Edamame Salad
- ☐ Noodle Soup

THANK YOU

Contact us: tang545@marshall.usc.edu

30-40 MINUTES
at, 70 Protein

Instructions

cod salmon

garlic

green beans

red potatoes

lemon

Plan

Grocery List

Me



Meal Plan



Recipes



Grocery List

LUNCH

SEE ALL



Spicy tuna pasta

2033 KJ



Turkey

3406 KJ

nsalted



Recipes



Grocery List



LIFESTYLE



BODY



FAVORITES



Meal Plan



Recipes



Grocery List



Me



Meal Plan



Recipes



Grocery List



Me