He has no time in the morning, since he has to get to class early. He wakes up and needs to leave.

He has a long commute to college, with the average trip taking over an hour to get there.

He is in class for at least 3 1/2 hours every day of the week.

After class, he commutes to his part-time job in retail, where he works up to 3 hours each day.

He then has a large amount of homework, as well as a lot of additional studying since he has a full-time course schedule.

With the little free-time he has left, he tries to learn how to plan a healthy diet, but he gets overwhelmed and discouraged by the amount of information he needs to learn on the matter.
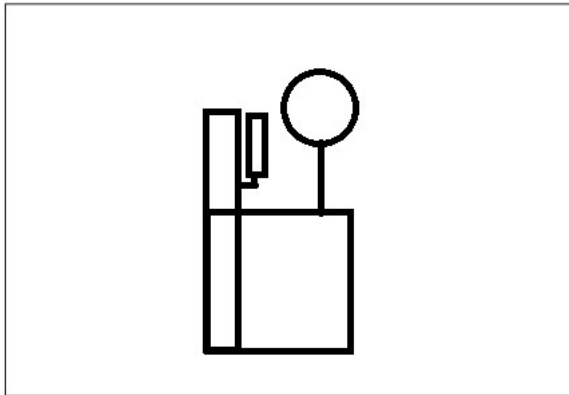
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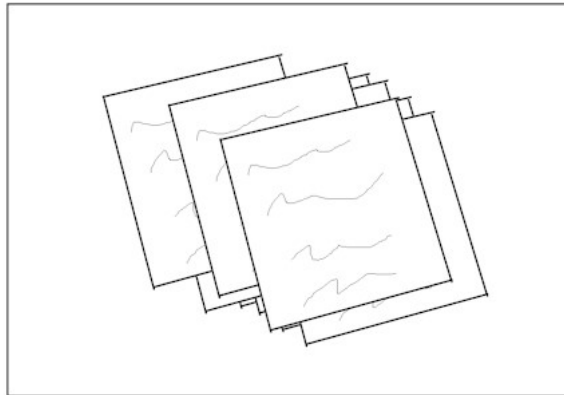He wakes up and needs to leave

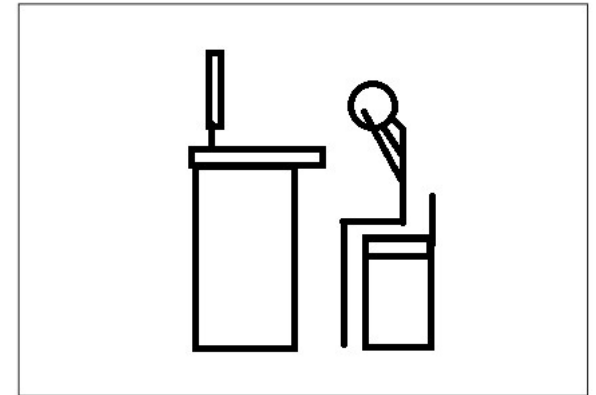He has a long commute to college, with the average trip taking over an hour to get there.

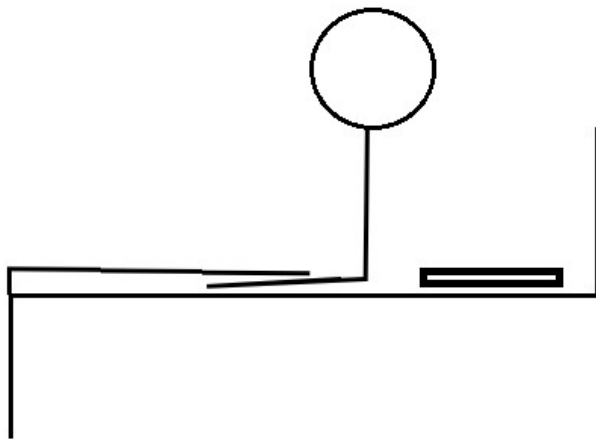He is in class for at least 3 1/2 hours each day of the week.

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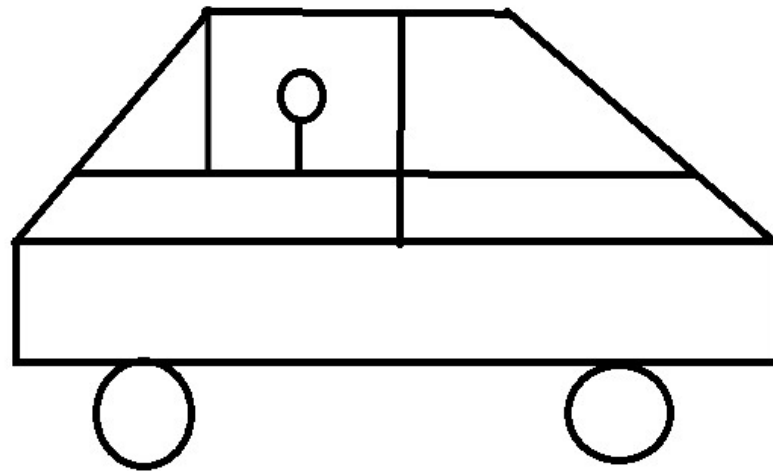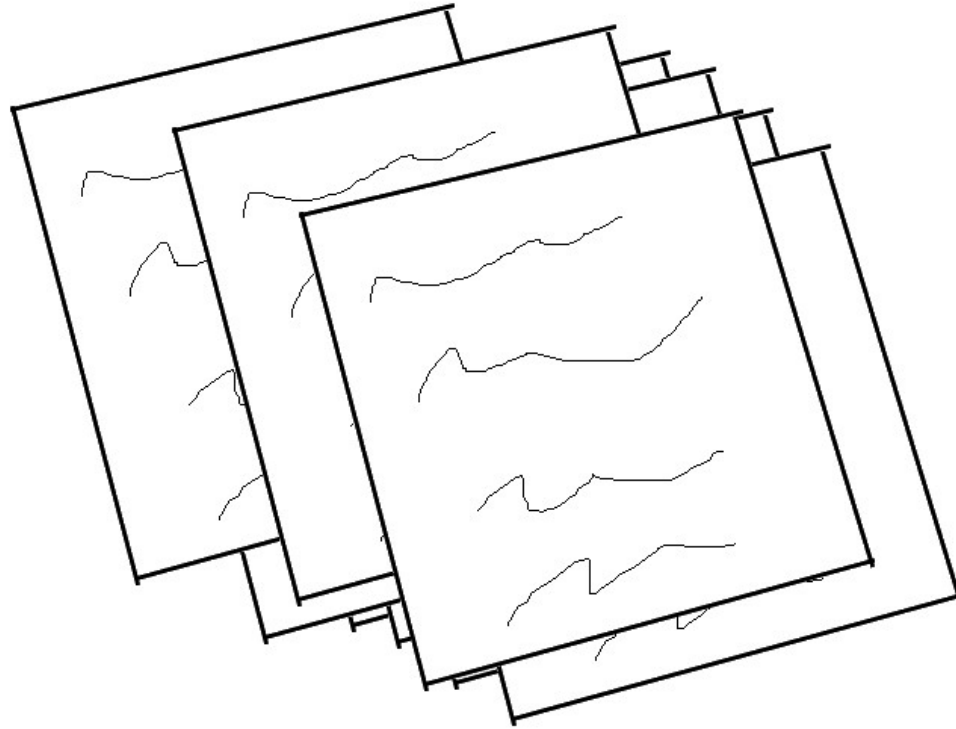
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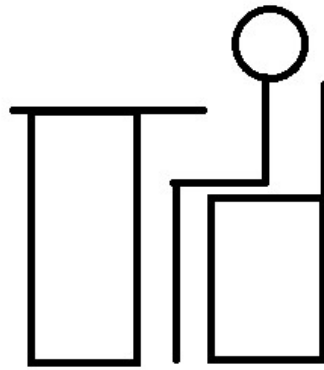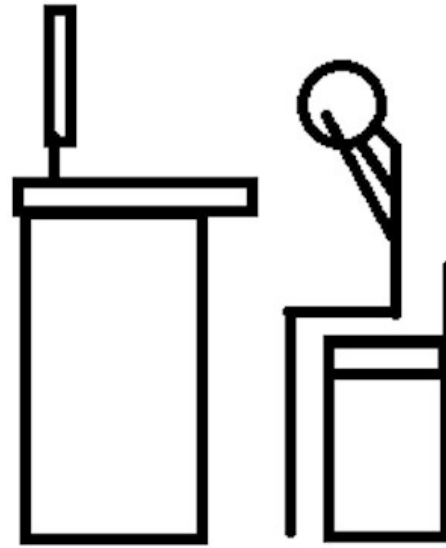
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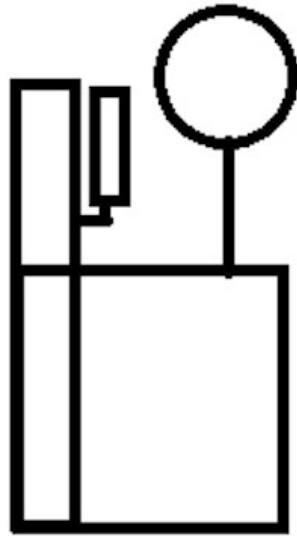
PERSONA: Sarah Thompson

Hungry, tired, and stressed.

Sarah suffers due to her lack of planning and is constantly hungry. She also doesn't eat very healthily either.

contemplating

One day one of her friends mentions an app that might help her

Please fill out your diet needs

The app asks for information regarding her diet in order to personalize her experience.
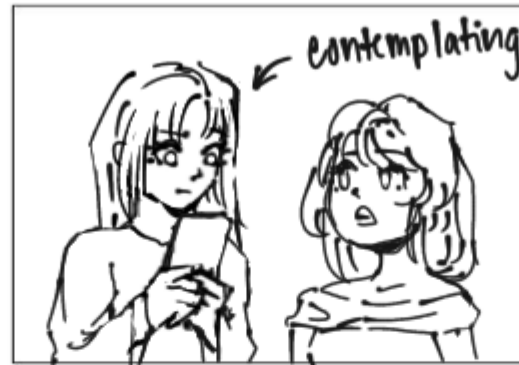

Nutritional App

October

The app configures a calendar that sets meal times and types of meals to eat throughout the month. This also sets up notifications.

HAPPY

Sarah is now satisfied because she no longer has to look into what to eat and is now given a daily schedule.

By Vigneswaran Madappan Chinnasami

Meet Jay, a diligent college student in his early twenties. He's a striking figure of fitness and academic prowess.

Despite his academic excellence and impressive physical fitness, there's one area where Jay faces constant struggles: managing his meals on time and tracking his calories.
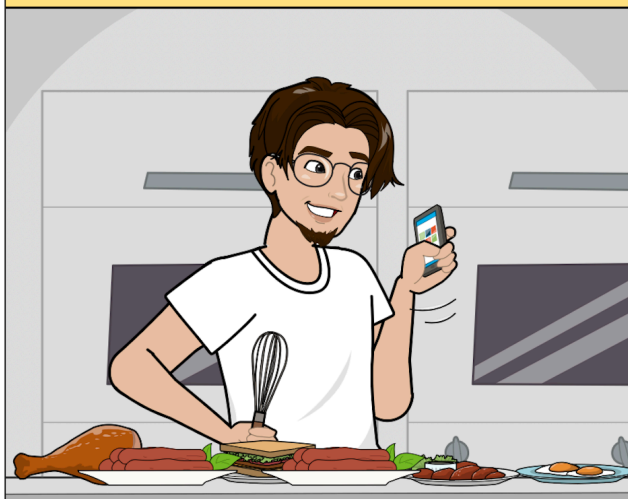
Jay's friend introduces him to the new nutritional app.

Jay is seen surprised after exploring the app's cool features like meal planning, calorie tracking, healthy recipe suggestions, and many more.

Later that day, with the help of the nutritional app's calorie tracking and healthy recipe suggestions, Jay was able to cook a healthy and properly tracked meal on his own.

Jay's constant struggle is finally solved and he's on top of the world.

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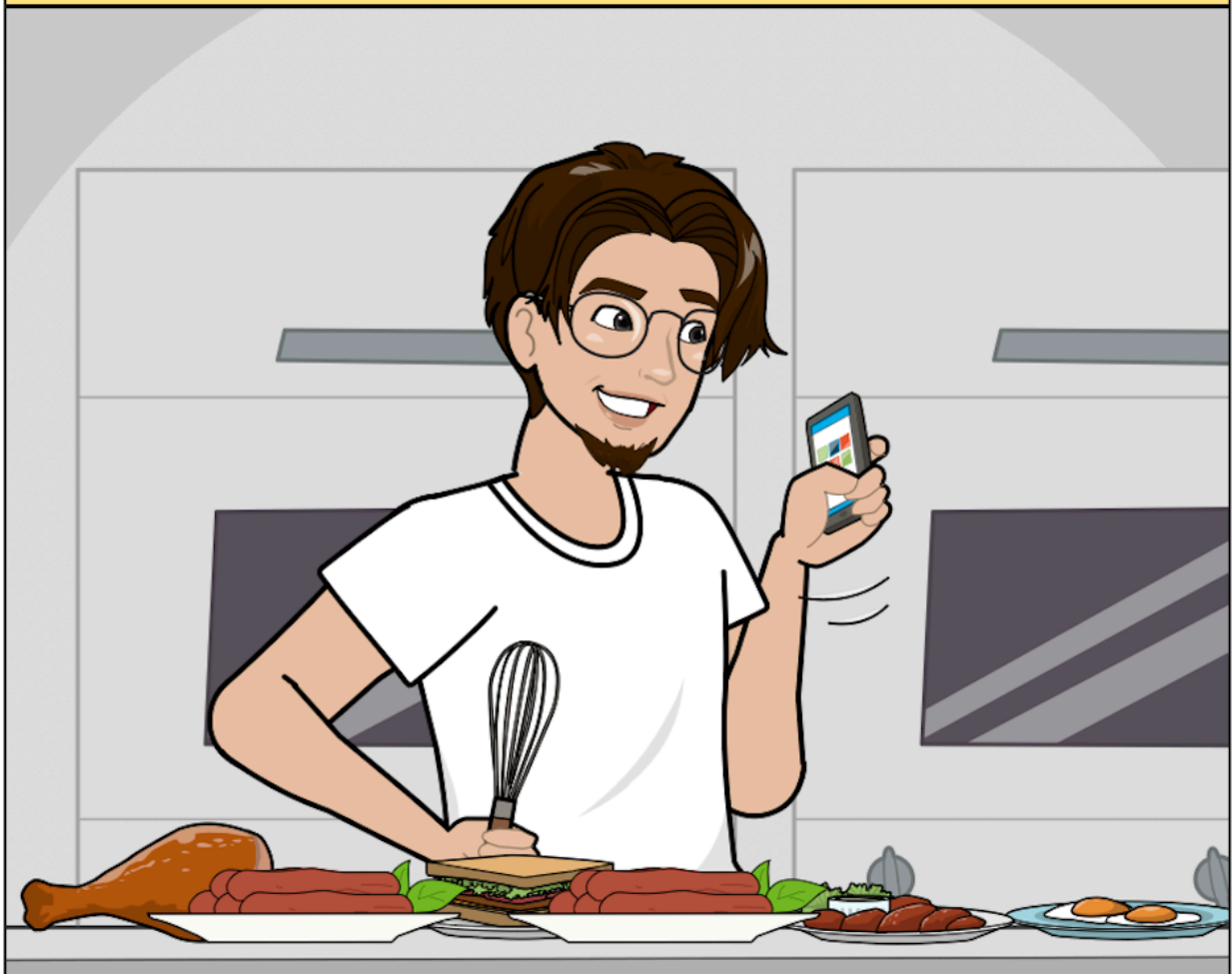
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