***NutriGuide: Personalized Meal Recommender Mobile App***

***Group 7***

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## *A. Executive Summary*

*NutriGuide is a mobile application designed to guide users towards healthier food choices based on their personal preferences, health goals, and dietary restrictions.*

## *B.* *Business Objectives*

1. **Business Need/Opportunity/Objectives**

*With the growing trend towards healthy living, many individuals struggle to find meals that match their specific dietary needs and taste preferences. NutriGuide seeks to bridge this gap, making it easier for users to find meals that align with their personal health goals.*

1. **Product Description (Solution)**

*NutriGuide will provide users with personalized meal and restaurant recommendations without complex algorithms, but through a structured database of meals tagged with nutritional information and dietary categorizations.*

***Solution description****:*

*A mobile app with a robust database of meals, recipes, and restaurant dishes, categorized based on nutrition and dietary needs.*

***Benefits:***

*Simplified meal planning, better-informed food choices, and tailored restaurant recommendations.*

***Criteria for success:*** *Attract 20,000 registered users within the first six months and receive positive feedback on the user experience and meal recommendations.*

***Examples:***

*Users select "gluten-free" and "high protein" filters and receive relevant meal suggestions.*

*A vegetarian user receives a list of local restaurants offering top-rated vegetarian dishes.*

1. ***Deliverables***

*Includes:*

*A user-friendly mobile application for both iOS and Android.*

*A backend system with a comprehensive meal and restaurant database.*

*User profile feature for tracking preferences and dietary restrictions.*

*Excludes:*

*Meal delivery services.*

*In-app purchases for meals or ingredients.*

## *C.* *Project Description*

1. **Scope**

***Includes:***

*Detailed nutritional information for each meal or recipe.*

*A user review and rating system for meals and restaurants.*

*Map integration for restaurant location and directions.*

***Does Not Include:***

*Live chat or consultation with nutritionists.*

*Cooking tutorials or videos.*

1. **Completion Criteria**

*Launch on both major app stores (Apple App Store & Google Play).*

*A minimum of 1000 meals and 200 restaurants listed in the database at launch.*

*User reviews and ratings functionality fully operational with minimal bugs.*

1. ***Measures of Project Success***

*Achieve a 4.5-star average rating in app store reviews within the first six months.*

*Maintain a monthly user growth rate of at least 10% for the first year.*

## *D.* *Project Approval Form*

*I,* Nicolai Ivascu *, have reviewed the information contained in this document and approve the project proposal.*

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*Signature* *Date*