

Amazon x CodePath

MEAL PLANNING APP

A smart solution for healthy student meal prep

TEAM: LAMBDA FORGE

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KEY TOPICS FOR MEAL PLANNING APP



This presentation covers critical topics for our app development

- Problem Identification and Analysis
- Proposed Solution Overview
- Key Features and Benefits
- Market Analysis and Target Audience
- Financial Projections and Viability

SMART MEAL PLANNING FOR STUDENTS

An app designed to simplify healthy eating for busy students.





MEET JORDAN

Jordan is a 20-year-old psychology student focused on academic success and personal growth.

Living Situation: Off-campus apartment, no meal plan

Goals:

- Eat healthier on a tight budget
- Save time cooking around a busy schedule
- Avoid skipping meals

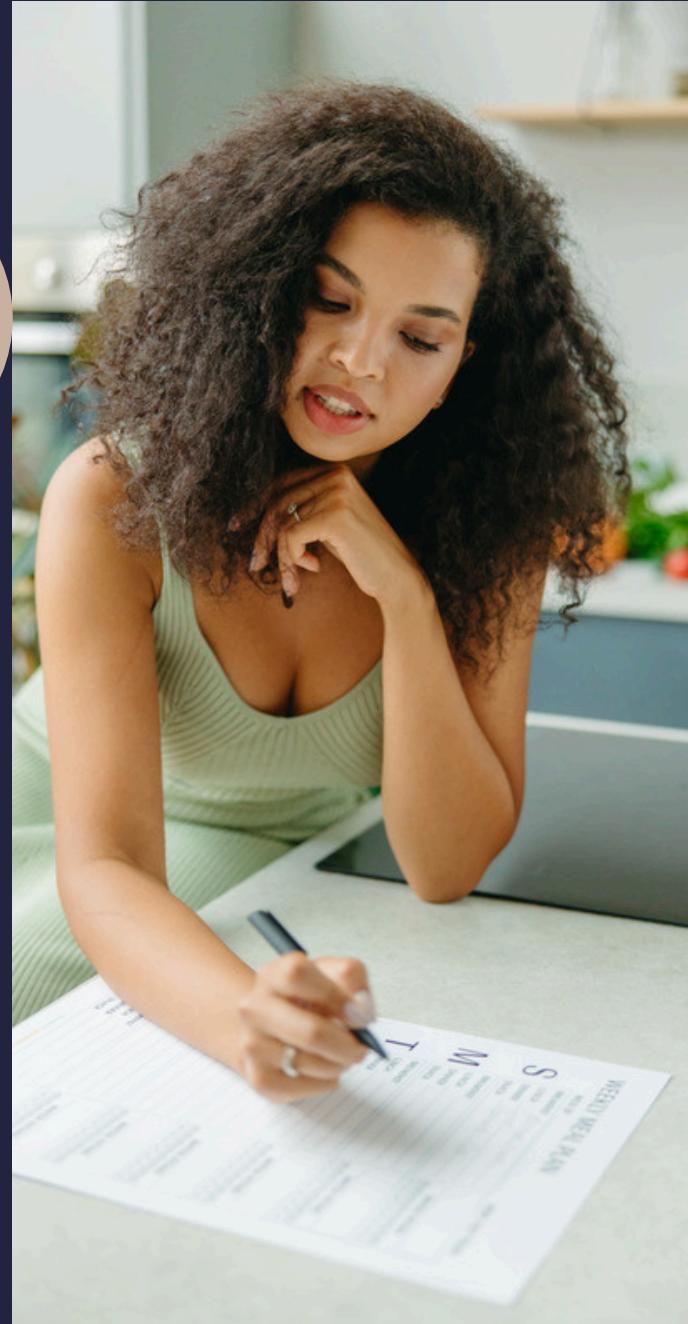
Frustrations:

- No access to campus dining
- Grocery stores are far
- Feels overwhelmed planning meals

Tech Habits:

- Uses phone apps for budgeting and calendars
- Prefers simple UI and fast access

User Journey – From Hunger to Healthy Eating



5 Steps to Healthy Eating

Discover how to simplify your
meal prep!

Start Meal Planning



HEALTHY EATING CHALLENGES

Balancing time constraints and nutrition

Many students struggle to find time to prepare healthy meals, often opting for **quick and unhealthy** options instead.

Catering to diverse dietary needs

Different dietary preferences and restrictions make meal planning **complicated and confusing**, leading to further unhealthy choices among students.

Flowchart

This visual map of our processes can guide our actions, identify roadblocks, and streamline our activities for better efficiency.

Overview

A flow chart is a visual map of **processes**.

Why use it:

- To identify roadblocks
- To streamline activities
- To improve overall efficiency

When to use:

- Before starting a project
- When revisiting processes
- When scaling or expanding workflows

Let's Build our Flowchart

Get started with the numbered guides.

Whiteboard Elements
Use these to create whiteboard magic!

Sticky Notes

Add Notes or Comments

Connectors

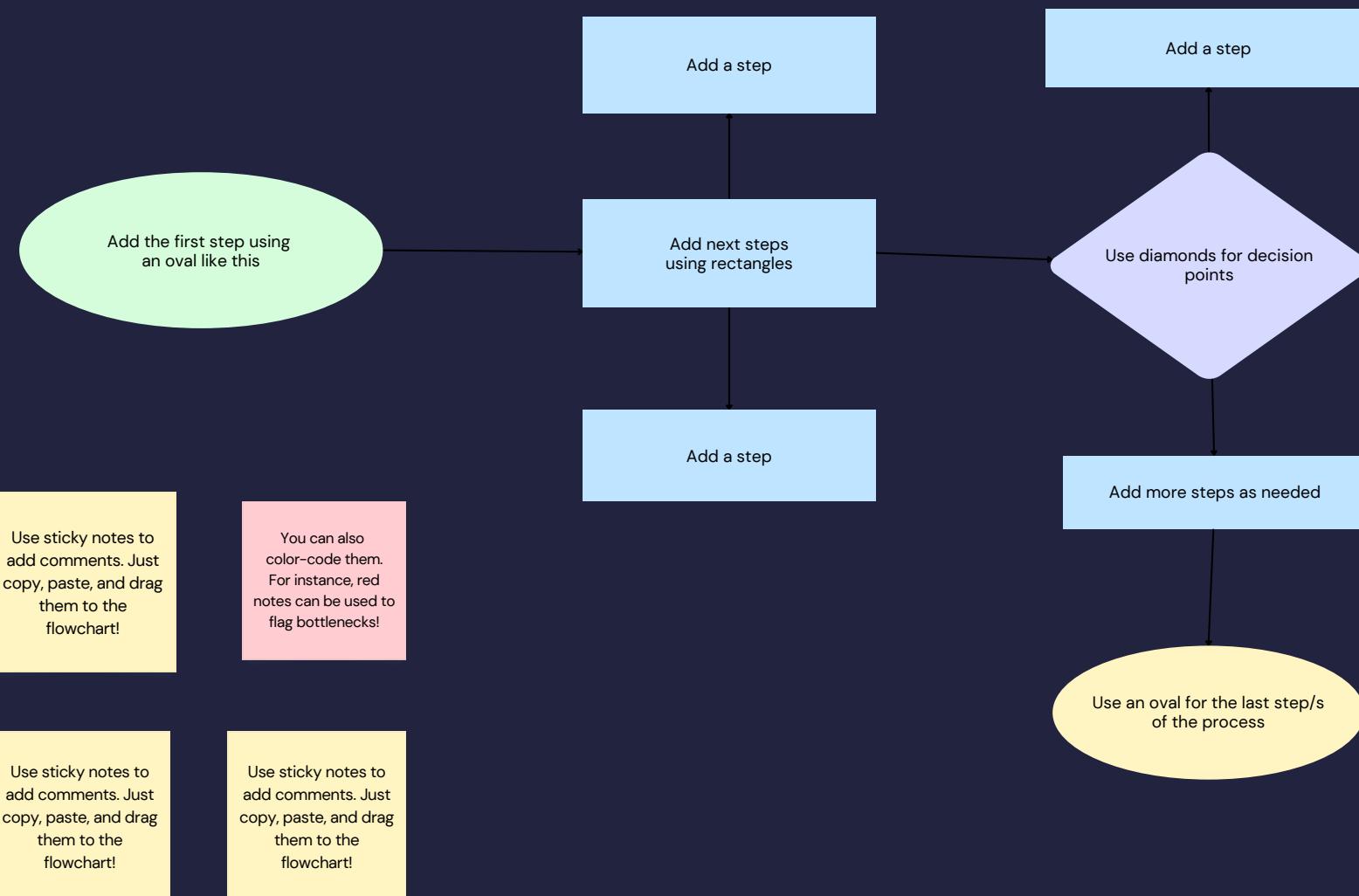
Flow Chart Shapes

First Step

Next Step

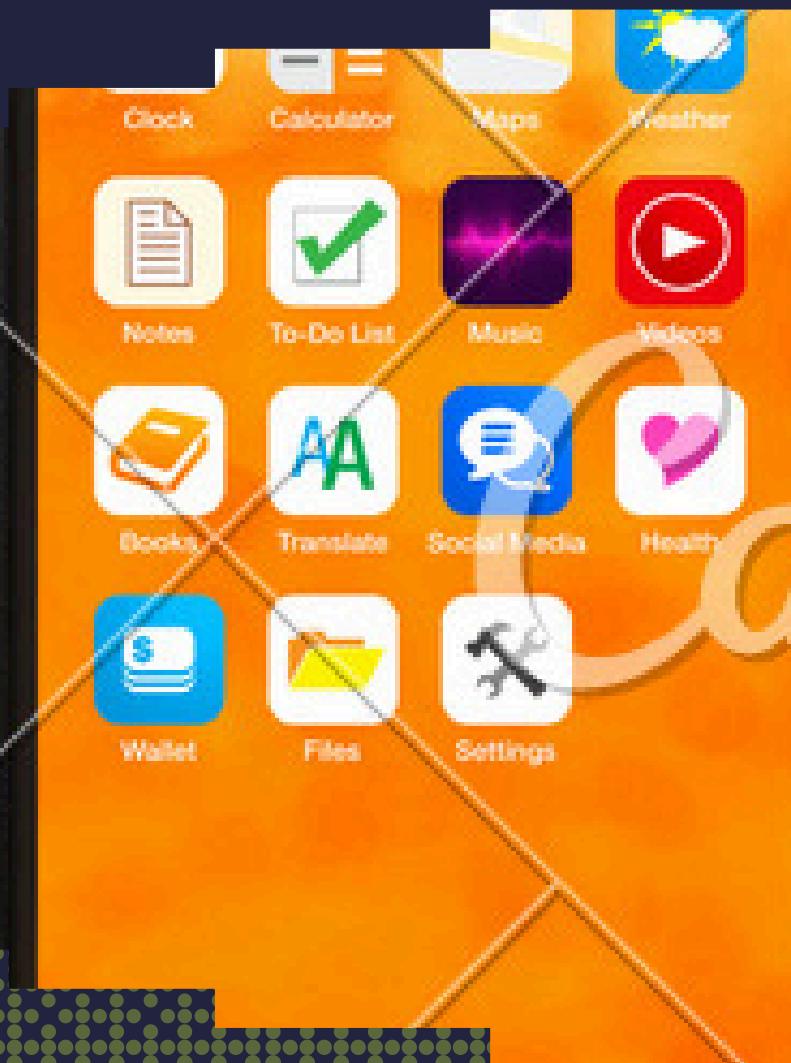
Decision Point

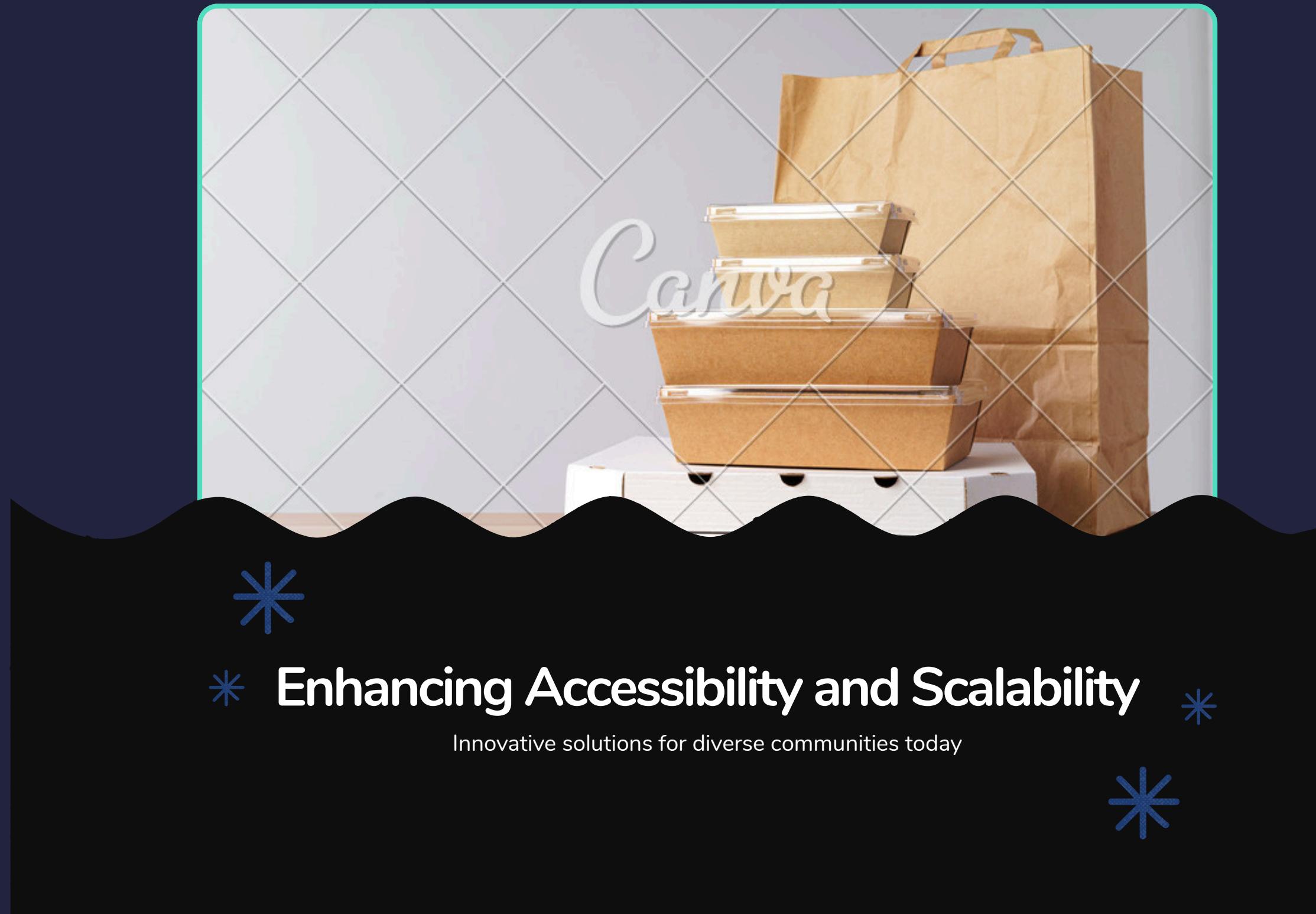
End Point



MEAL PLANNING MADE EASY WITH OUR APP

This section covers how our app simplifies meal planning, saving time and enhancing healthy eating choices.





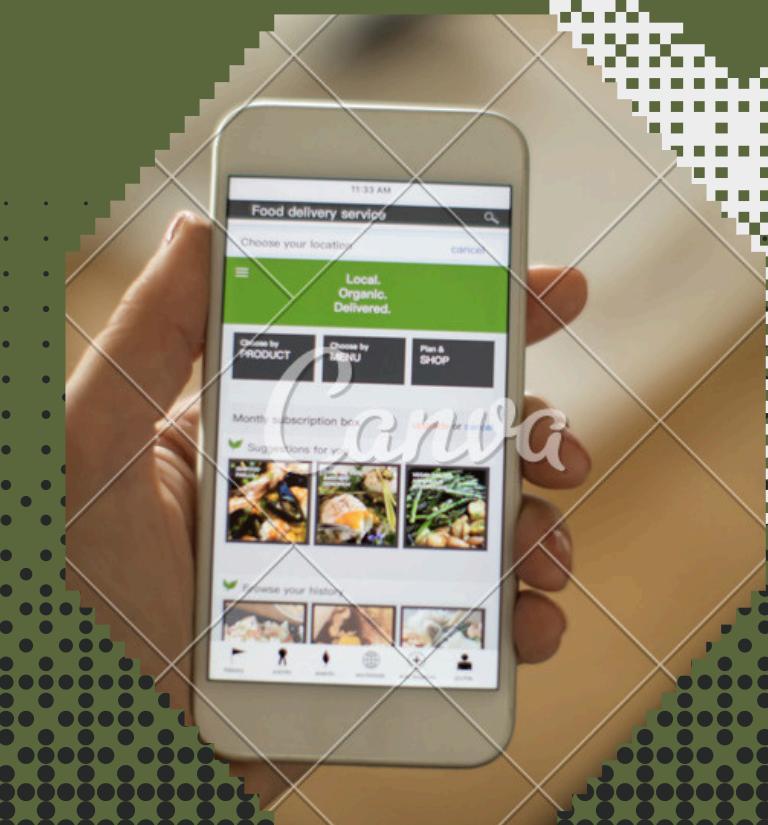
* Enhancing Accessibility and Scalability *

Innovative solutions for diverse communities today

TRADITIONAL VS. APP-BASED MEAL PLANNING

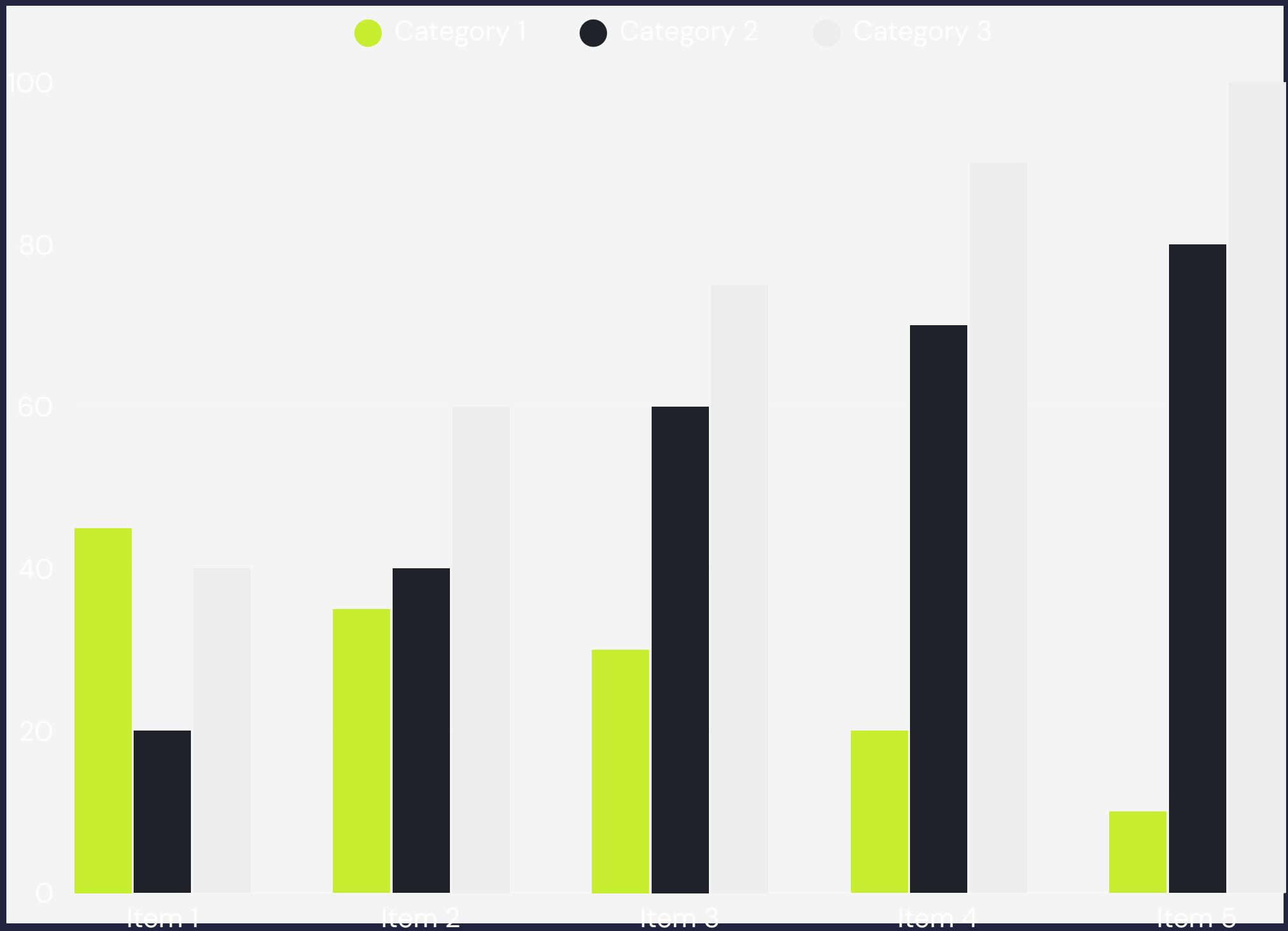
Exploring the **efficiency** and **accessibility** of different meal planning methods for students today.

Traditional meal planning often requires more time and effort, making it less accessible for busy students. In contrast, app-based planning offers a streamlined approach, providing recipes, grocery lists, and meal ideas at the touch of a button, enhancing convenience.



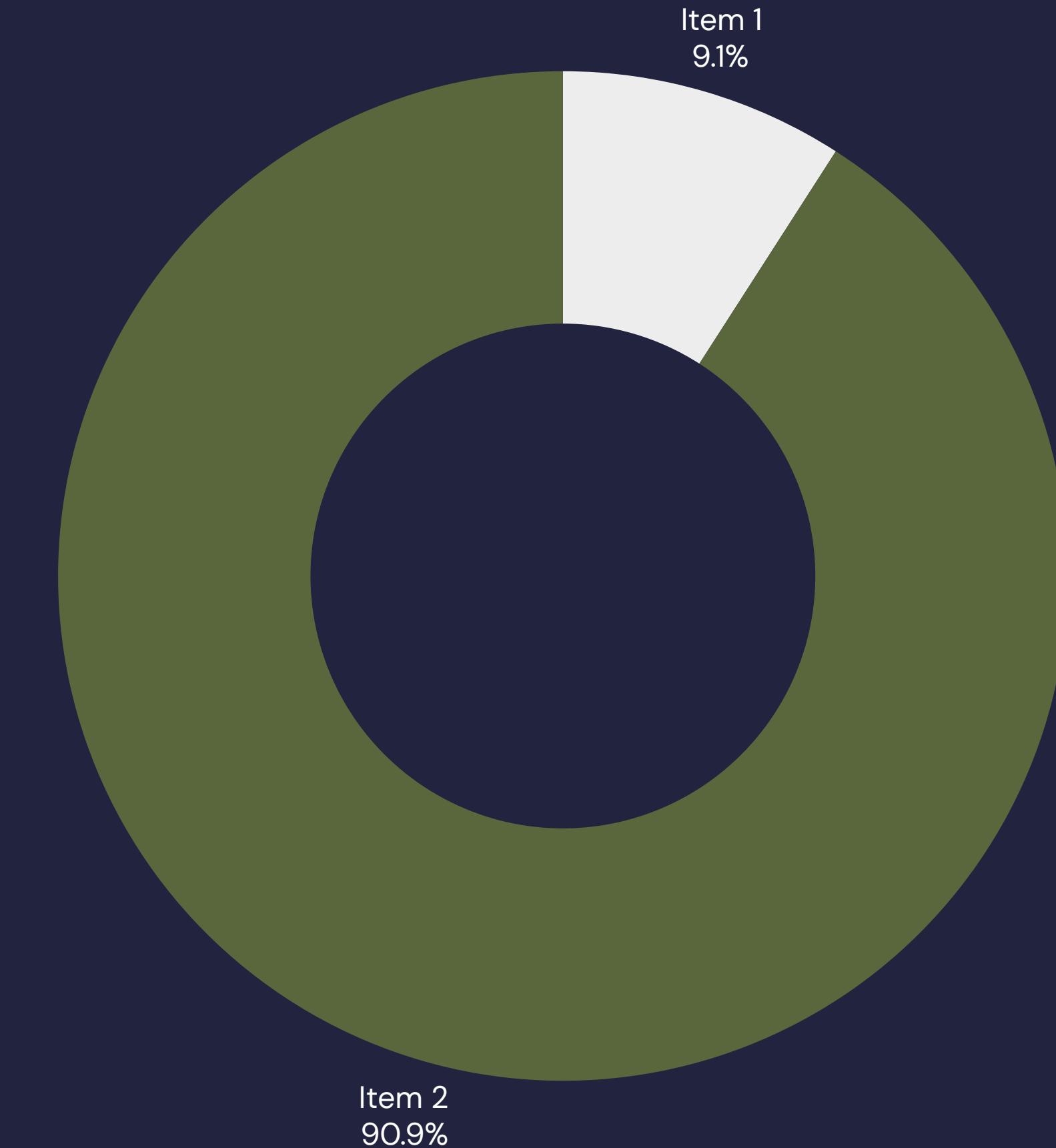
MARKET GROWTH OVERVIEW

The bar chart illustrates significant **user growth** within the meal planning sector, highlighting increased adoption among college students and young professionals seeking healthier and convenient eating options.



FEATURE BREAKDOWN: USER- FRIENDL Y DESIGN

The chart reveals a strong preference for **personalization** features, highlighting that 65% of users prioritize tailored meal options, while 35% value a straightforward interface for ease of use.





REVENUE VS. COSTS OVERVIEW

Here's how our app will perform

- Subscription fees from users
- Marketing expenses for promotions

THANK YOU FOR YOUR ATTENTION!

We appreciate your feedback
and look **forward** to further
discussions about our meal
planning app.

