



**NutriPlanner**  
HealthyFood

# **PM GROUP B TEAM F**

NUTRIPLANNER - WHERE HEALTHY MEETS DELICIOUS, EVERY MEAL, EVERY DAY

[www.NutriPlanner.com](http://www.NutriPlanner.com)

# INTRODUCTION

Nutriplanner is a healthy food ordering App that redefines how individuals approach wellness by connecting them to personalized dieticians, culinary excellence, nutritional expertise, and community-driven inspiration.

Additionally, the product aims to transform how individuals nourish their bodies by providing a seamless, personalized, and delightful healthy ordering experience.





# PROBLEM STATEMENT

Many individuals face challenges in understanding their nutritional needs and sustaining a balanced diet, especially given the prevalence of poor dietary choices in today's hectic lifestyles. This widespread struggle highlights the need for a solution that provides convenience for making healthier food choices. Existing generic diet plans often fall short in addressing individual health needs, preferences, and goals. Additionally, many people lack basic nutrition knowledge, hindering them from making informed decisions about their dietary habits. The core problem lies in the absence of a personalized, informative, and easily accessible solution that empowers individuals to navigate their unique health journeys successfully.

# DATA ANALYSIS

SUMMARY FOR ALL



# USER PERSONA



<b>NAME</b>	Mrs Margaret Thompson
<b>AGE</b>	70
<b>LOCATION</b>	Lagos
<b>OCCUPATION</b>	Retired
<b>MARITAL STATUS</b>	Married
<b>KIDS</b>	5

## BIOGRAPHY

Mrs. Margaret Thompson, a vibrant and wise soul with a zest for life. At 70, Margaret is a testament to the beauty of aging gracefully. She is an avid reader, with a particular fondness for classic literature, and she enjoys tending to her small garden filled with fragrant flowers.

## MOTIVATIONS

- Prioritizing Health and Vitality
- Embarking on a New Wellness Journey
- Enhancing Quality of Life

## BEHAVIOURS

- Reading Habits: Avid reader, spends a significant portion of her day immersed in classic literature.
- Gardening Routine: Enjoys spending time in her garden, finding solace and joy in tending to fragrant flowers.
- Social Interaction: Values meaningful conversations with friends and family.

## GOALS

- Enjoy a Seamless and Delightful Ordering Experience .
- Embrace Technological Solutions for Health Improvement
- Maintain a Balanced and Nutrient-Rich Diet
- Achieve Optimal Health and Well-being

## PAIN POINTS

- Health Challenges
- Lack of Personalization
- Inconsistency in Healthy Choices
- Limited Access to Healthy Options

## QUOTES

- "My garden brings me peace, and I want my meals to do the same - nourish my body and soul."
- "Sometimes, I wish meal planning wasn't such a puzzle. A little guidance would go a long way."

# SWOT ANALYSIS

## STRENGTHS

- 1. Health-Focused Niche
- 2. Convenience
- 3. Customization
- 4. User-Friendly Interface

## WEAKNESS

- 1. Limited Food Variety
- 2. Market Specificity
- 3. Dependency on Food Partners

## OPPORTUNITIES

- 1. Collaborations with Health Brands.
- 2. Educational Content
- 3. Subscription Models

## THREATS

- 1. Competition from General Food Apps
- 2. Changing Consumer Preferences
- 3. Regulatory Changes

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# KEY FEATURES AND BENEFITS

1

## ORDER SCHEDULING/SWIFT DELIVERY

Plan your meals effortlessly with our user-friendly scheduling, and enjoy swift delivery for a seamless and timely arrival of your delicious, personalized meals.

2

## DIETICIANS & EXCLUSIVE VENDORS

NutriPlanner brings you top dieticians and chefs! Get personalized nutrition plans from experts and savor delightful meals curated by culinary stars

3

## FARMERS MARKET

Partnering with local farmers and suppliers, we procure fresh, seasonal, and locally grown produce to enhance the NutriPlanner experience.

4

## GYM AROUND US

Collaborating with local gyms, we bring you discounts and offers, seamlessly integrating nutrition with fitness for a comprehensive and budget-friendly wellness journey

# IMPORTANT LINKS

- Competitive Analysis
- Prototype
- PRD
- User Journey
- Brainstorming Session
- Go to Market Strategy

# PRODUCT OVERVIEW

A photograph of a woman in athletic wear performing a dynamic stretching exercise on a rocky cliff edge. She is leaning forward with one leg extended behind her and her arms reaching towards her feet. The background shows a vast landscape with mountains under a sky filled with dramatic orange and yellow clouds at sunset.

## MISSION:

Our mission at Nutriplanner is to simplify wellness by providing personalized nutrition, expert guidance, and community support, making healthy living a seamless and enjoyable part of everyday life.

## VISION:

At Nutriplanner, we strive towards creating a world where personalized nutrition is easily accessible, enjoyable, and promotes a healthier lifestyle for health enthusiasts.

# CONCLUSION

NutriPlanner is not just an app; it's a companion on your journey to a healthier, more vibrant life. From personalized nutrition and expert guidance to the integration of order scheduling and support for local farmers, NutriPlanner is committed to simplifying and enhancing your wellness experience. It's about more than just meals; it's about savoring the flavors of health, connecting with a community of like-minded individuals, and embracing a lifestyle where well-being is a joyous and accessible pursuit.

As we move forward, let's remember that NutriPlanner is not merely about what's on your plate; it's about elevating your well-being, one bite at a time. And let's debunk the myth that healthy food is limited to salads – at NutriPlanner, we believe that healthy foods can be delicious too.

We invite you to join us on this exciting journey to a healthier, happier you with NutriPlanner – where wellness meets simplicity, and every meal is a step toward a brighter, more nourished future.

**ALL QUESTIONS AND CONCERNSS WOULD BE ADDRESSED IN  
ORDER TO HAVE A BETTER UNDERSTANDING OF THE  
SOLUTIONS PROVIDED**

