

Meal Prep App T&M Meal Prep

Elevator Pitch:

Have you ever had trouble with meal prep? Have you heard of T&M meal prep?
T&M is an app where you have all the right options in front of you. If you'd like to know more, the app is available for free.

Assumptions:

People that go to the gym
Wanting to go on a diet
Families that need meal ideas
Students
People on a budget

Problem Statement:

Identify why people do meal prep
Identify why people would want to pay for a monthly subscription for meal prep
Identify why it's important to go on a diet
Describe the savings that you can achieve with a meal prep app
Describe the amount time saved with meal prep

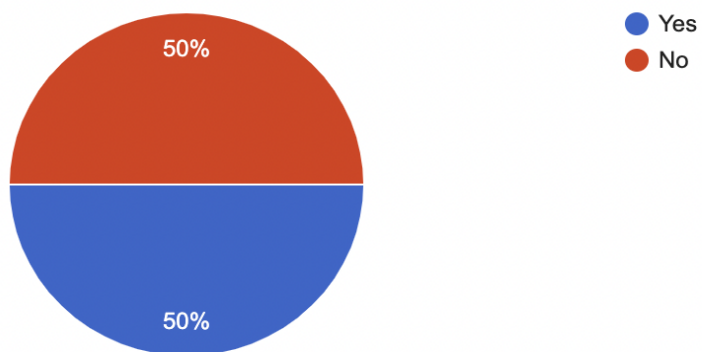
Analysis and Reporting Results:

3 Key Findings:

1. 50/50 for doing meal prep

Do you meal prep?

12 responses

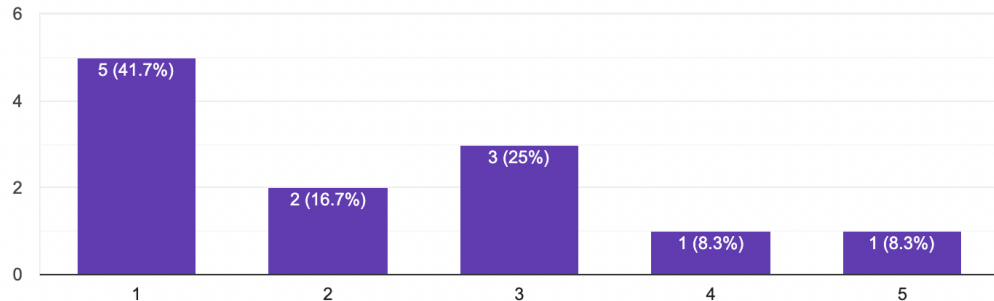


2. People are willing to pay a monthly subscription. 7/12 people.

How much are you willing to pay a month for a meal prep app?



12 responses

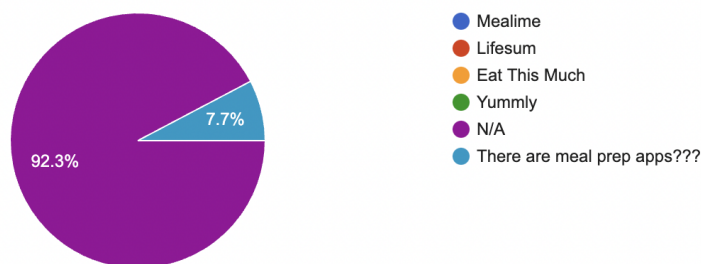


3. Barriers to entry are low, room to beat competition

What meal prep apps have you tried?



13 responses



Tate - How many people would use a meal prep app. The frustrations that people have when trying to meal prep.

Matthew - A lot of people don't have a meal prep app. Interesting to see that there needs to be a lot of consistency even when people use a meal prep app.

Yes, we were able to answer the problem statement. Majority of people would like to prepare meals, but have no motivation to do so after a period of time. One of the survey answers said that it's difficult to start and would need to have a rhythm. I think the more responses the better, that way we figure out how many people would want to meal prep, to those who don't want to meal prep. Yes, definitely there is room for improvement on subscription costs and what people use for meal prep. What we learned is that meal prep takes more effort and dedication than we thought, we didn't consider the amount of people who like their meals fresh, or the problems of having to portion food sizes.