F.app is a platform where users can create a personalized meal plan and can opt to have the ingredients delivered to their house on a weekly basis. F.app is all about guiding the user on what ingredients to use and how, in order to achieve the desired meal plan, based on their budget and dietary preferences.

A user is prompted to create an account when accessing the platform. During the registration process, the user will be asked about food preferences, like allergies, likes and dislikes. He will also set up a max budget and preferences about calorie intake. The system will then provide a dozen of recipes where the user will choose the ones he prefers and the ones he doesn’t. The system gathers information based on all these settings so that it can provide the user with a very personalized meal plan.

A meal plan will be generated by the system after the registration process is finished. The meal plan will contain 3 meals per day, for a week. The system will also provide alternatives for each meal and the user can pick and choose the meal he wants for each slot from the recommended options.

While the user is viewing the meal plan, the system will inform the user about where to buy the ingredients from, and how much it would cost. The system will always post the cheapest option.

Once the user is happy with the meal plan, he can choose to subscribe to the F.app Club. The subscription price is based on his meal plan, and it represents the cost of having all the ingredients from a week of his meal plan delivered to his house.

The user will have access to a feed, where brand new recipes will be posted and also where we get related articles posted, from dieticians, fitness advice, budgeting and other interesting and related topics.

At any time, the user can edit any of his settings, which include everything that he was asked to do during the registration process (even which recipes he likes or dislikes). The meal plan will automatically update based on his decisions.