



WHERE DELICIOUS DECISIONS ARE MADE EASY

Focus Area: Meal Suggestion App

Problem Statement

Life is a series of tough decisions, but choosing what to eat doesn't have to be one of them.

Decisio takes the hassle out of figuring out what to eat by offering tailored suggestions based on your cravings or dietary goals. Whether you're in the mood for something savoury, sweet, or healthy, Decisio has got you covered.

Our Why?

We want our users to say goodbye to endless menu scrolling and food indecision and empower them to make quicker, more satisfying meal decisions. Our goal is to provide a comprehensive solution that combines restaurant suggestions and meal planning into a single, user-friendly platform.

Decisio caters to a broad audience, ranging from busy professionals and families seeking quick meal decisions to individuals with specific dietary preferences or health goals. Essentially, anyone looking for a more efficient and enjoyable dining experience can benefit from Decisio.

Solution

Our Solution

Decisio is a centralized decision-making tool that offers personalized suggestions for meal planning based on individual cravings and dietary goals. By leveraging a smart algorithm, the app streamlines the decision-making process, making it easier for users to choose what to eat without the usual stress and indecision. Simply input your preferences, and let Decisio do the rest.

Summary

Decisio is a one-stop solution for meal decisions, combining restaurant suggestions and personalized meal planning. It addresses the gaps left by competitors and stands out as a comprehensive decision-making tool for dining and meal preparation. Take the hassle out of meal decisions and let Decisio guide you toward a satisfying and fulfilling culinary experience.

Customer Personas



Nick Kenny

Age	26
Education	M.A Global Affairs
Status	Single
Occupation	Exchange Student
Location	Korea

Personality

Brave Health-nut Adventurous

Brief Story

Nick is adventurous about everything, including food. But for the life of him, he can't cook anything other than noodles. That does not fit his new healthy lifestyle, moreover, he prefers to order in or go out to eat. As an exchange student, he needs to know what healthy dishes the locals recommend and the spots to get them.

Goals

- Eating a well rounded diet that consists of food other than noodles.
- Know locals-approved cuisine and spots in various cities so he can recommend to his friends as well.

Frustations

- Travelling a lot means needing to acquaint himself with the main spots for good food when he is in a new place.
- I don't make friends quickly enough in a new place to know where to get food from.

Needs

- A virtual community of locals in different cities that can recommend what he can order
- To move away from eating high-sodium meals that are unhealthy and incorporate healthy options in his diet.
- A place he can plan his food itinerary before getting to a new location.

Motivations

- He seeks happiness through new experiences, new places and new cuisine.
- His dad was diagnosed with cancer and he made up his mind to eat healthy everywhere



Ademide Joshua

Age	29
Education	Engineering
Status	In a relationship
Occupation	Mech Engineer
Location	Lagos

Personality

Busy Lover boy Ambitious

Brief Story

Ademide has worked hard all his life - from putting himself through school to now working in his dream company. He loves his girlfriend so much but gets frustrated when they are together and she finds it hard to decide what she wants to eat. It has become a bane in their relationship.

Goals

- Be more romantic in his relationship with his girlfriend.
- Help her make faster decisions when it comes to the food she wants to eat.

Frustations

- My girlfriend is always hungry but never knows what she wants to eat.
- I don't have the kind of time to do that research for her, I just want to pay for the order so we can eat within 30 minutes.

Needs

- A place where his girlfriend can get food recommendations periodically.
- The option to save dishes/restaurants she likes before we are together.
- To focus on building his career, without being inattentive to his partner.

Motivations

- He needs to work as hard as he is now so his career can truly blossom and he can give his girlfriend the wedding of her dreams.
- Reclaiming time, maintain his sanity, have fun when they spend time together



Onyinye Aregbesola

Age	32
Education	Communications
Status	Married
Occupation	Marketing
Location	Ottawa

Personality

Calm Thinker Creative

Brief Story

Onyinye just got married and has a newborn baby. As someone who wears many hats - wife, mom, employee, entrepreneur, she needs to reclaim time wherever she can. Her husband loves food and she is often lost as to what to cook to ensure variety of dishes since she only ate 'basic' meals when she was single.

Goals

- To take thinking out of the meal prep process for her family and use time saved to actually cook.
- Create structures around cooking and meal planning so she can reclaim her time for other things.

Frustations

- Not knowing what to cook or where to get recipes her husband would enjoy.
- Spending too much time grocery shopping without a plan.

Needs

- To free up one of the tabs in her head.
- To reclaim time for other things.
- A virtual African aunt that can give her African food recipes that she can cook for her family.
- Balanced diet of healthy African and Canadian dishes.

Motivations

- Love for her husband and speaking his love language which is food.
- Wanting to create memories in the kitchen with her new family.

Key Pain Points

- Endless menu scrolling
- Time-consuming decision-making process
- Difficulty in finding suitable restaurants or recipes

User Stories

User Story 1: As an indecisive eater, I want to quickly sign up and create a profile on Decisio, specifying my preferences and goals, so I can receive personalized meal suggestions and eliminate the stress of deciding what to eat.

User Story 2: As a health-conscious foodie, I want to seamlessly connect my Decisio account to my preferred delivery app, enabling me to effortlessly acquire the ingredients needed for the nutritious meals suggested by the app.

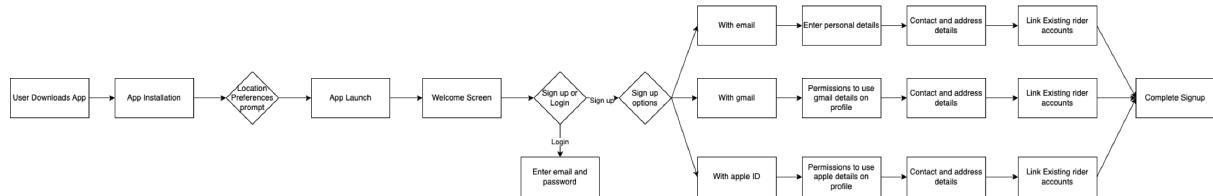
User Story 3: As a budget-focused user, I want Decisio to offer me meal suggestions based on my specified price range and value for money priorities, allowing me to enjoy satisfying meals without breaking the bank.

User Story 4: As a feedback contributor, I want to easily provide feedback on the suggestions and decisions made by Decisio, helping the app refine its algorithm and enhance the overall user experience.

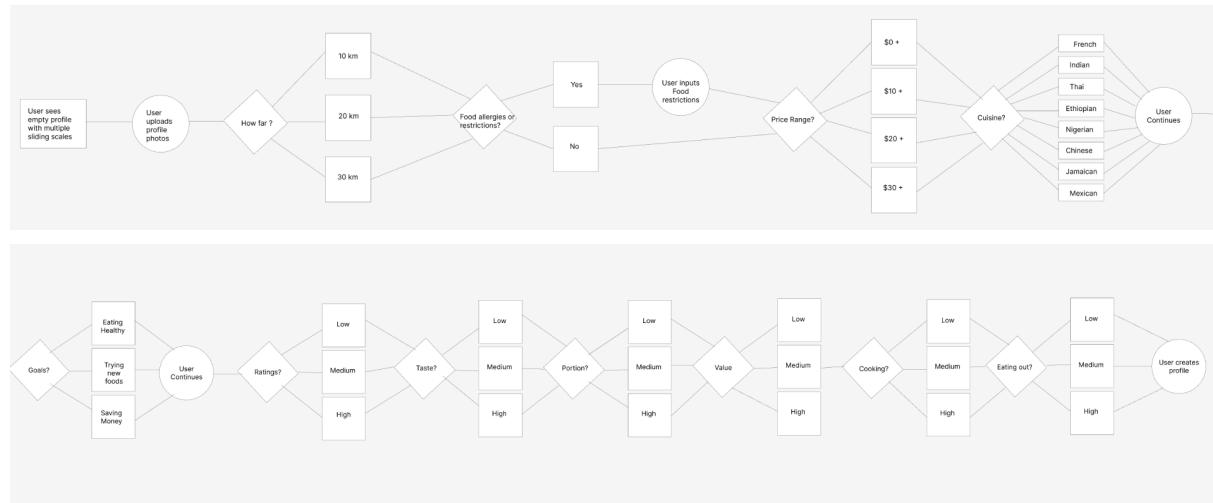
User Story 5: As a craving seeker, I want to effortlessly explore diverse and exciting meal options through Decisio, so I can satisfy my specific cravings and enjoy a variety of delicious dishes without the burden of decision-making.

User Flow

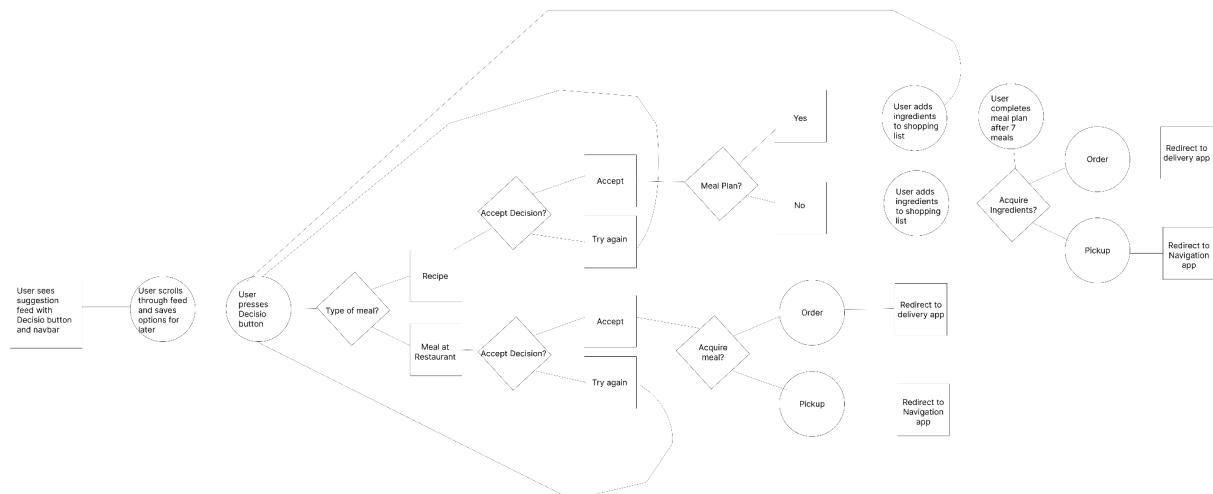
Sign Up Flow



Create Profile Flow



Meal Decision Flow



User Journey

1. Registration

- a. The user signs up and creates an account for the Decisio app either through a third-party log-in application or their preferred email and password.

2. Onboarding

- a. User is taken through a brief tutorial that demonstrates how to use and navigate the Decisio app.
- b. User creates and customises a profile based on the following categories
 - i. Avatar: the user uploads a profile photo
 - ii. Preferences: the user inputs their preferred distance, allergens, food restrictions, price range and cuisines
 - iii. Goals: the user sets one or more of the following goals: eating healthier, trying new cuisine, or saving money
 - iv. Priorities: the user inputs one or more of the following priorities: ratings, taste, portion size, value for money, cooking, or eating out.
- c. The user decides whether or not to connect their preferred delivery app to their account for getting meals or ingredients delivered.
- d. The user decides whether or not to connect their YouTube account to their account on the app to have access to their favourite food content creators and their recipes

3. Suggestion Feed

- a. The user is redirected to a feed with initial suggestions based on their profile. The user can scroll through the suggestions and save the ones that stick out for later or select one of them or ask the app to generate more choices.
- b. The user can click the “Decisio” button to prompt the application to generate a decision on a meal for the user. The user can accept the decision or ask the app to try again.
- c. The user can navigate between their profile, the suggestion feed, and saved suggestions

4. Acquire ingredients or meals

- a. Once the user has selected a meal, the app will redirect them to the delivery app of their choice to order and deliver the ingredients or meal
- b. Once the user has selected a meal, the app will redirect them to the navigation app of their choice to go and purchase the ingredients or meal.

- c. Once the user has selected a recipe, the app will add the ingredients to a shopping list and will ask if the user would like to prepare meals for the week. If the user agrees, they can select more recipes and add them to their shopping list before being redirected to their preferred grocery shopping app.

5. Feedback

- a. The user can help the app refine suggestions and decisions by saving suggestions/decisions, accepting suggestions/decisions, or asking the app to try again.
- b. The user can help the app refine suggestions and decisions by responding to periodic prompts for feedback on past suggestions/decisions that were accepted.

Goals for Decision

Product Possible Features: Technical Capabilities

- User Profile Creation
- Craving Analysis Algorithm
- Dietary Preferences Setting
- Restaurant Recommendations
- Meal Planning Calendar
- Integration with Food & Grocery Delivery Services
- User Feedback and Ratings

Technology Stack

HTML: (Hypertext Markup Language): Standard markup language to define the structure of the webpage, such as headings, paragraphs, links, images and forms.

CSS (Cascading Style Sheets): Is a style sheet language to define the layout of the HTML documents to make the webpage visually compelling and designs consistent across multiple platforms

JavaScript(JS): To manipulate Document Object Model, add interactivity, handle events, etc., for an engaging user experience

Boostraps: Popular front-end framework to build mobile responsive and mobile-first websites and web applications using pre-defined CSS and JS components.

External APIs: We leverage external APIs to provide comprehensive access to a database of food nutrition information including recipes, ingredient analysis, etc.

Strategy

Current Landscape

In a crowded market of apps offering restaurant suggestions and meal-planning solutions, Decisio stands out as a truly innovative and unique solution. While other apps provide various features like restaurant options, reviews, random choices, or meal planning assistance, Decisio goes beyond by offering a centralized platform that caters to the challenging meal decisions users face every day.

Key Competitors

Decisio is not just another food app; it's a comprehensive decision-making tool that combines the best of restaurant suggestions and meal planning into one seamless experience. Our solution addresses the gaps left by competitors like Zomato, Eater, OpenTable, Where to Eat, Mealime, Yummly, Food Genie, Restaurant Roulette, and Better Me.

For example, our app has a filter for our users to select their allergies and food restrictions so the restaurant and recipe options that come up account for that.

What sets Decisio apart is its focus on providing users with holistic support for making challenging decisions around dining and meal preparation. Whether you're looking for the perfect restaurant nearby, seeking personalized meal plans for your health goals, or simply struggling to make a choice, Decisio is here to help. With Decisio, you have one platform that streamlines your decision-making process and empowers you to make informed choices effortlessly.

Overview of Existing Food Apps and Their Features:

Zomato: Offers restaurant recommendations, reviews, and ratings. It lacks a robust personalized meal planning feature.

Eater: Focuses on food news, reviews, and city guides. While it provides restaurant information, it lacks an integrated meal planning system.

OpenTable: Primarily a restaurant reservation platform, allowing users to book tables. It lacks features for personalized meal suggestions or dietary goal integration.

Where to Eat: Provides restaurant recommendations but lacks an in-depth analysis of individual cravings or dietary preferences.

Mealime: Concentrates on meal planning with recipes and grocery lists. It lacks a comprehensive restaurant suggestion system.

Yummly: A recipe app offering personalized recipe recommendations based on preferences. However, it doesn't cover restaurant suggestions for those who prefer dining out.

Food Genie: Focuses on random food suggestions but may not align with specific cravings or dietary needs.

Restaurant Roulette: Randomly selects a restaurant, but lacks the tailored approach that Decisio aims to provide.

Better Me: Concentrates on health and fitness, offering meal plans. It may lack a broader focus on varied cravings and restaurant choices.

Identified Gaps in the Market that Decisio Can Fill

Comprehensive Decision-Making Tool: While other apps may focus on specific aspects like recipes, reservations, or random selections, Decisio combines restaurant suggestions and personalized meal planning into one integrated platform.

Holistic Dining Support: Decisio addresses the entire spectrum of dining decisions, from choosing a nearby restaurant to selecting the meal you can eat there, to creating personalized meal plans based on individual preferences and dietary goals.

Time Efficiency: Many existing apps may require users to navigate through various features to achieve their meal-related goals. Decisio aims to streamline the process, offering quick and efficient solutions for users with busy lifestyles.

Tailored Recommendations: Decisio's craving analysis algorithm sets it apart by understanding users' individual tastes, and making suggestions that align with their specific preferences and dietary requirements.

User-Friendly Interface: Decisio focuses on providing a user-friendly experience, ensuring that even those who are not tech-savvy can easily navigate the app to make decisions effortlessly.

By identifying these gaps in the current market, Decisio positions itself as a unique and indispensable solution that caters to the diverse needs of individuals when it comes to meal decisions.

Business Viability and Sustainability

Revenue Streams

1. **Premium Features:** Introduce a freemium model where the basic features of Decisio are available for free, but users can opt for a premium subscription for enhanced functionalities. Premium features may include exclusive restaurant partnerships and priority access to new features like connecting users to expert cooks within the app.
2. **Partnerships with Restaurants:** Collaborate with restaurants to feature special promotions or exclusive deals within the app. Restaurants could pay a fee to be highlighted as recommended choices or participate in sponsored content, creating a new revenue stream for Decisio.
3. **Advertisement Opportunities:** Utilize strategic ad placements within the app, ensuring that ads are relevant and non-intrusive. Advertisers, such as food delivery services or grocery providers, could pay for targeted exposure to Decisio's user base.

Long-Term Sustainability Plan

User Growth Strategies

- Marketing Campaigns: Launch targeted marketing campaigns to increase user acquisition, emphasising Decisio's unique selling points and how it addresses the pain points in meal decision-making.
- User Referral Programs: Implement referral programs to incentivize existing users to refer friends and family, thereby expanding the user base organically.

User Retention Strategies

- Regular Feature Updates: Keep the app engaging by consistently rolling out updates, introducing new features, and enhancing existing ones based on user feedback.
- Personalised Notifications: Implement a notification system that sends personalised reminders, suggestions, or updates to keep users engaged with the app regularly.

Community Building

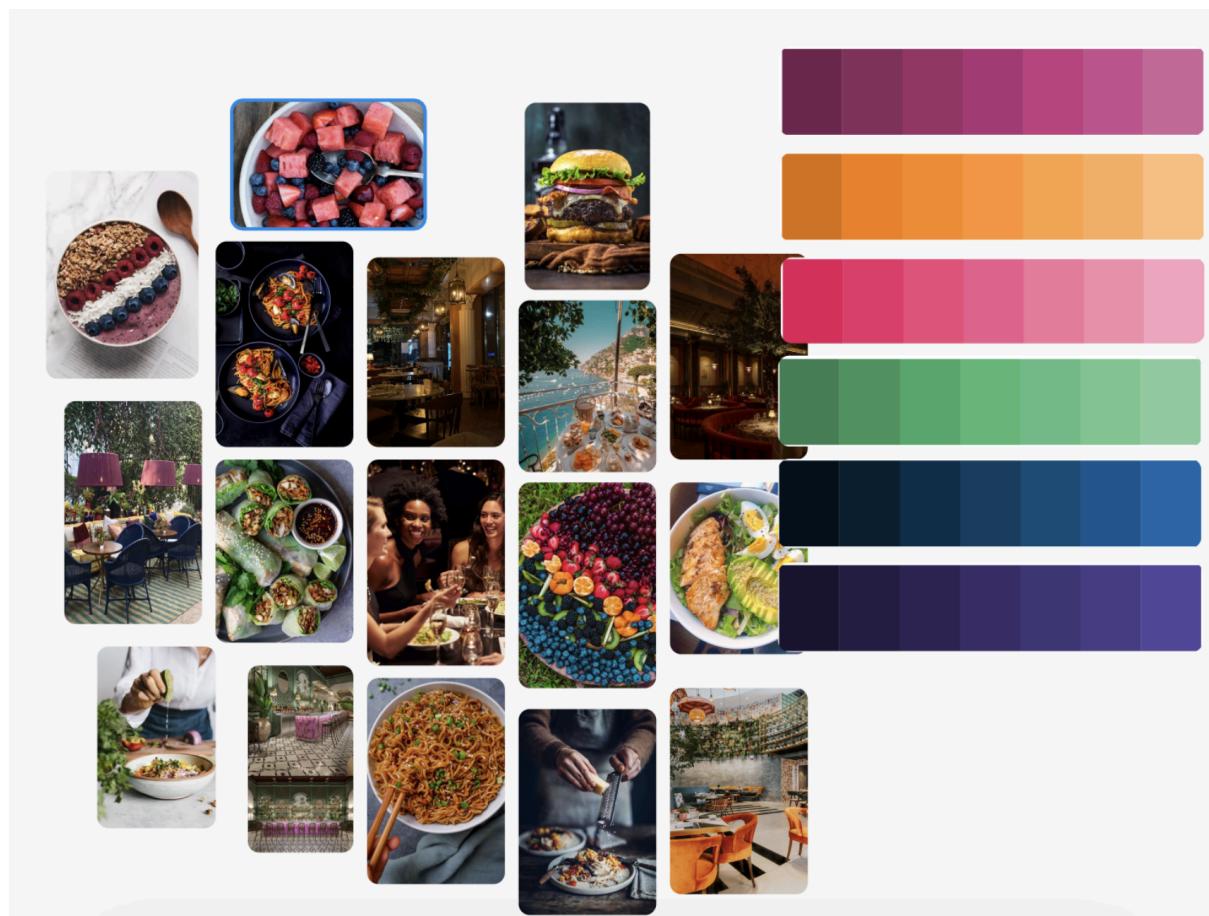
- Social Integration: Allow users to share their meal decisions, favorite restaurants, or meal plans on social media and within the app, fostering a community around the app.
- User Forums or Groups: Create a space within the app where users can share tips, recommendations, and experiences, building a sense of community.

Potential for Expansion into Related Markets or Services:

- Geographical Expansion:** Start by focusing on key markets - Canada - and gradually expand to cover a broader geographical area, incorporating local preferences and cuisines.
- Integration with Food Services:** Explore partnerships with food delivery services or grocery delivery platforms to offer users a seamless end-to-end dining experience – from decision-making to delivery.
- Health and Wellness Integration:** Extend Decisio's capabilities to incorporate fitness goals and wellness considerations, making it a comprehensive platform for users aiming to maintain a healthy lifestyle.

By adopting a diversified revenue model, implementing effective growth and retention strategies, and exploring avenues for expansion, Decisio aims not only to establish itself as a sustainable business but also to evolve and adapt to the changing needs of its user base over the long term.

Design Considerations



Font: Riesling, Questrial, Helvetica

Prototype

<https://www.figma.com/file/5T0iDtOAT9pgAsdIvdo1OK/ride-share-app?type=design&node-id=0%3A1&mode=design&t=bvMpqoY4mOpjw9CR-1>

Research

Relevant Statistics

- 71% of people take 15–20 minutes on average to decide where to eat. ¹
- A poll of 2000 adults revealed that people spent an average of around 35 minutes every day mulling over what to eat, an equivalent of 18 months of their lives. ²
- American couples spend 5.5 days a year deciding what to eat ³

References

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