Elevator Pitch

An app that will plan your meals out for you, all you do is put in your favorite ingredients, type of food, and dietary restrictions. And it will give you the recipes, how to cook, and a grocery list for the next week.

Document Assumptions

1. They have restrictions in their diet.
2. Its hard for people to plan, and cook their meals, and keep a balanced diet.
3. They have access to the ingredients (i.e., store, or farmers market).

Problem Statement

1. Identifying the dietary restrictions of the customer.
2. Describing the step-step process in an easy-to-understand manner.
3. Creating a grocery list, looking at all the nearby stores, for coupons, and other savings.
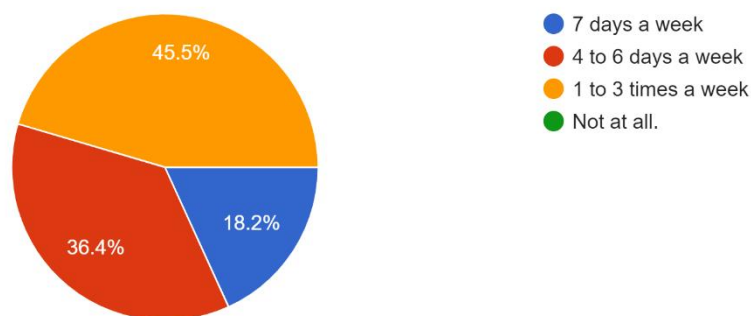4. Having a knowledge of how many people you are cooking for.

Data Findings

When searching for user data we looked for how often someone cooks at home, eats out, etc.…

When we did the research, we found that everyone eats at home at least once a week.
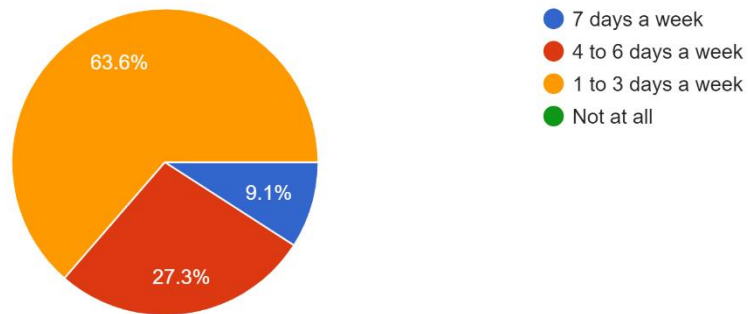
how often do you cook at home?
11 responses

Also, everyone eats out at least once a week.

How often do you eat out?
11 responses

- 7 days a week
- 4 to 6 days a week
- 1 to 3 days a week
- Not at all

63.6%

9.1%

27.3%

When looking at the main drive for using the app which is to save money, and to eat healthier it was split more to the they don't spend too much. (1 being strongly agree, 5 being strongly disagree)

You spend to much money on eating out.
11 responses

4 (36.4%)   0 (0%)   0 (0%)   4 (36.4%)   3 (27.3%)
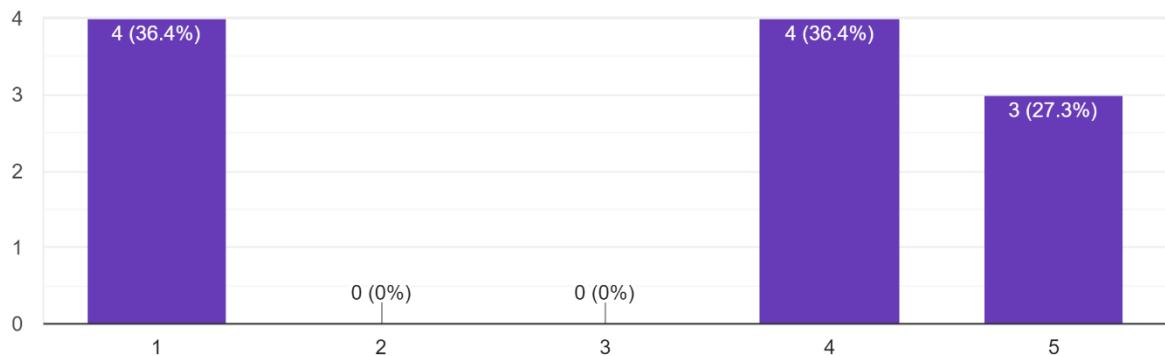
We were surprised to see how much people were willing to spend, we were think around the $5 to $8 range, but we were getting $10 to $15 range.

When looking at the data, we were supported in the fact that people want to cook at home more and are willing to pay for an app that as the same goal as ours. One thing that I thought would be more of a driving factor was saving money which appeared to not be the case, but the ability to have an app plan your meals for you and make a grocery list seem to be something that everyone was for. I feel we could have asked people if eating heathier is hard because of know what to eat and what not to eat. Asking how much time people spend a week planning out meals.