

## Elevator pitch

### Meal Planner

Put in type of foods or ingredients for meals that user wants to eat. Put in allergies, dietary choice/restrictions or dislikes to remove or alter the food list. Give list of ingredients, how to cook and cooking recipes for the next week.

## Document assumptions

1. They have restrictions in their diet.
2. Cooking inexperience
3. Access to the ingredients (store or market)

## Problem statements

1. Identifying restrictions some one would have in their diet
2. Identify cooking experience
  - a. Describe the process step by step with an easy-to-understand manner
3. Identify difficulty listing the ingredients with a map to close stores with the use of coupons and sales

## Survey

Would you want to cook at home more. \*

Yes  
No

how often do you cook at home? \*

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

How often do you eat out? \*

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

You find it hard to plan meals \*

Strongly agree 1 2 3 4 5 Strongly Disagree

You find it hard to come up with a grocery list for your meals. \*

Strongly agree 1 2 3 4 5 Strongly Disagree

You spend too much money on eating out. \*

Strongly agree 1 2 3 4 5 Strongly Disagree  
You want to explore different cultures of food \*

Strongly agree 1 2 3 4 5 Strongly disagree  
You would like to start eating healthier. \*

Yes  
No

How much a month would you pay for a service like this? \*

Your answer

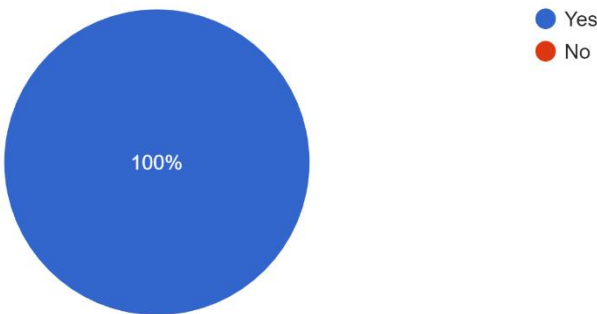
Are you on a diet of any kind, if so please explain? \*

Your answer

Analysis & Reporting Results

1. Everyone would like to eat healthier

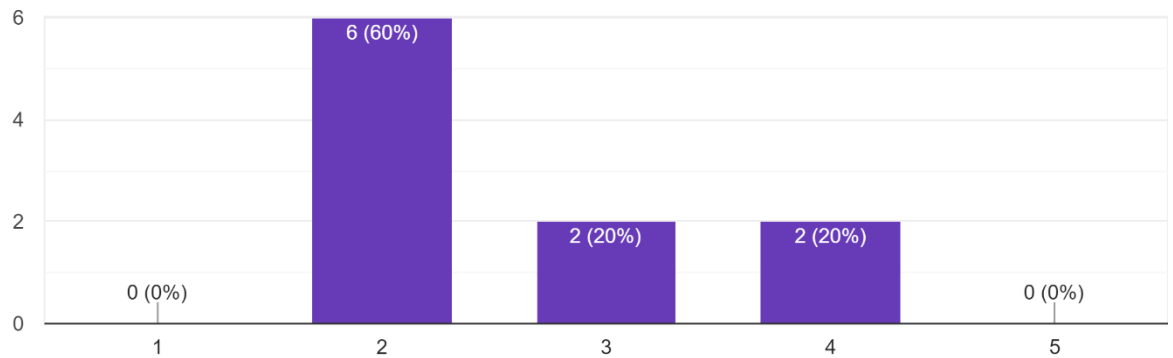
You would like to start eating healthier.  
10 responses



2. 80% find planning food challenging

You find it hard to plan meals

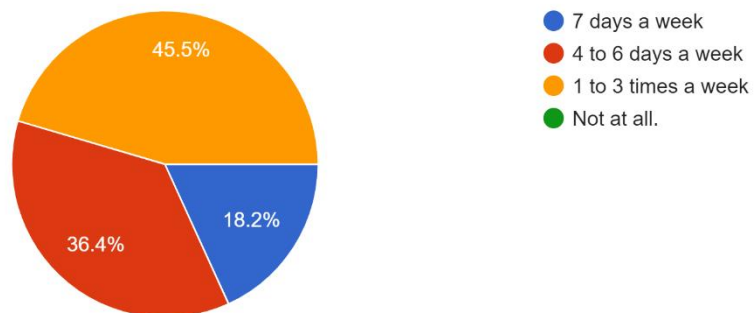
10 responses



3. Everyone cooks at least 1 meal a week

how often do you cook at home?

11 responses

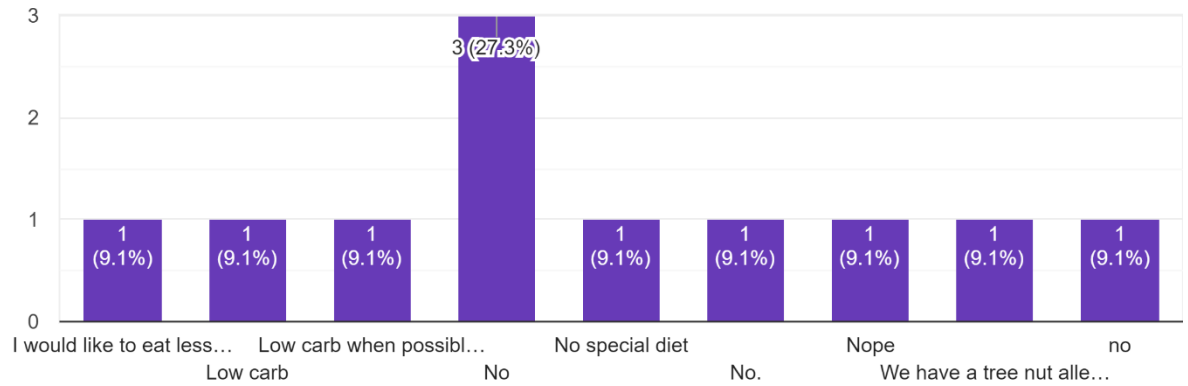


There were a small group who were willing to pay significantly higher prices.

1. Yes, over half had no restrictions but the rest had different degrees of how restrictive their diet is.

Are you on a diet of any kind, if so please explain?

11 responses



2. Yes, Most found cooking challenging but not overly problematic.
3. Somewhat, Groceries were a challenge to some but not to all.

You find it hard to come up with a grocery list for your meals.

11 responses

