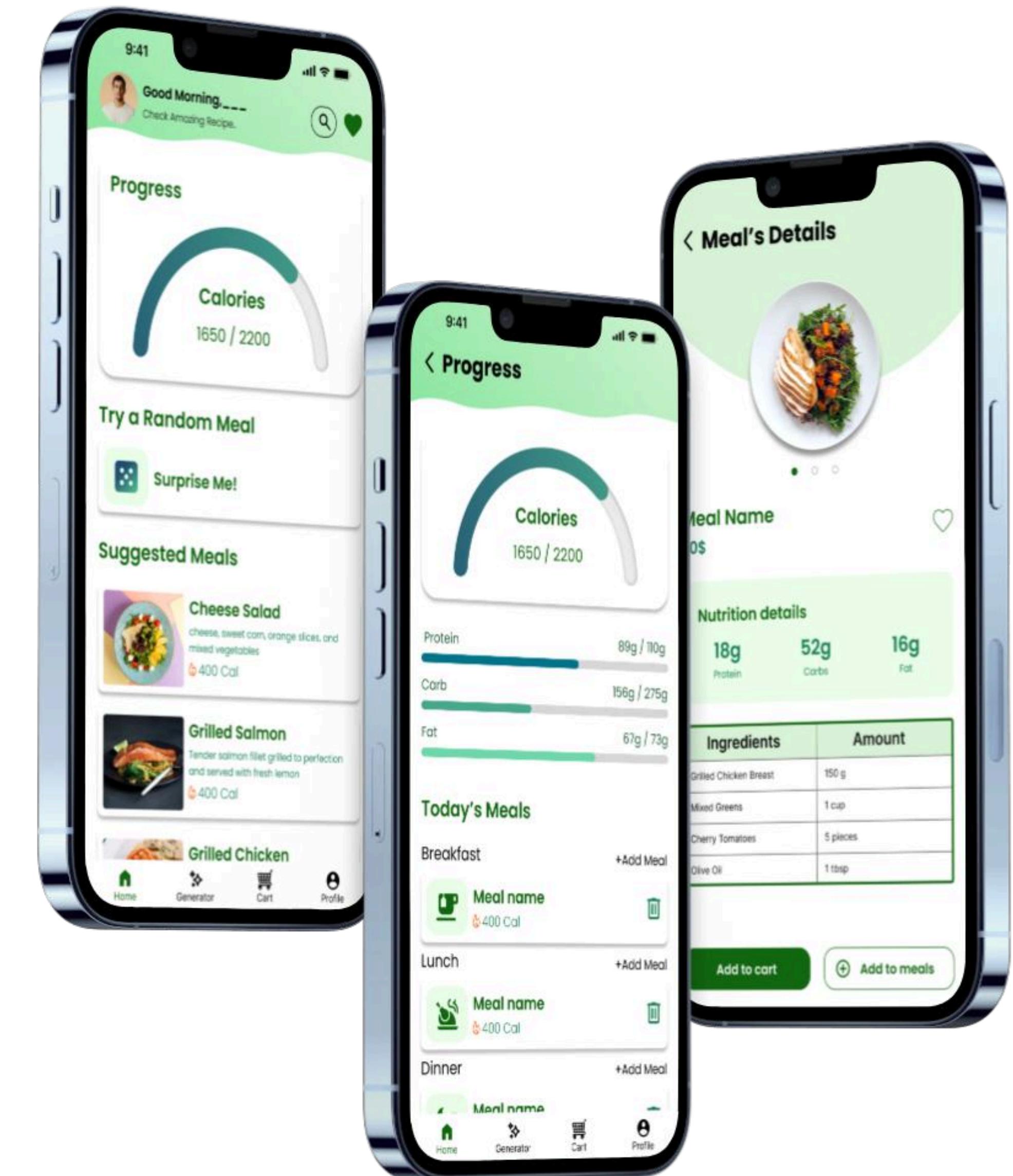


Project proposal GoalPlate



GoalPlate

Team 2

Team Leader:

Rawan Ahmed

Team members:

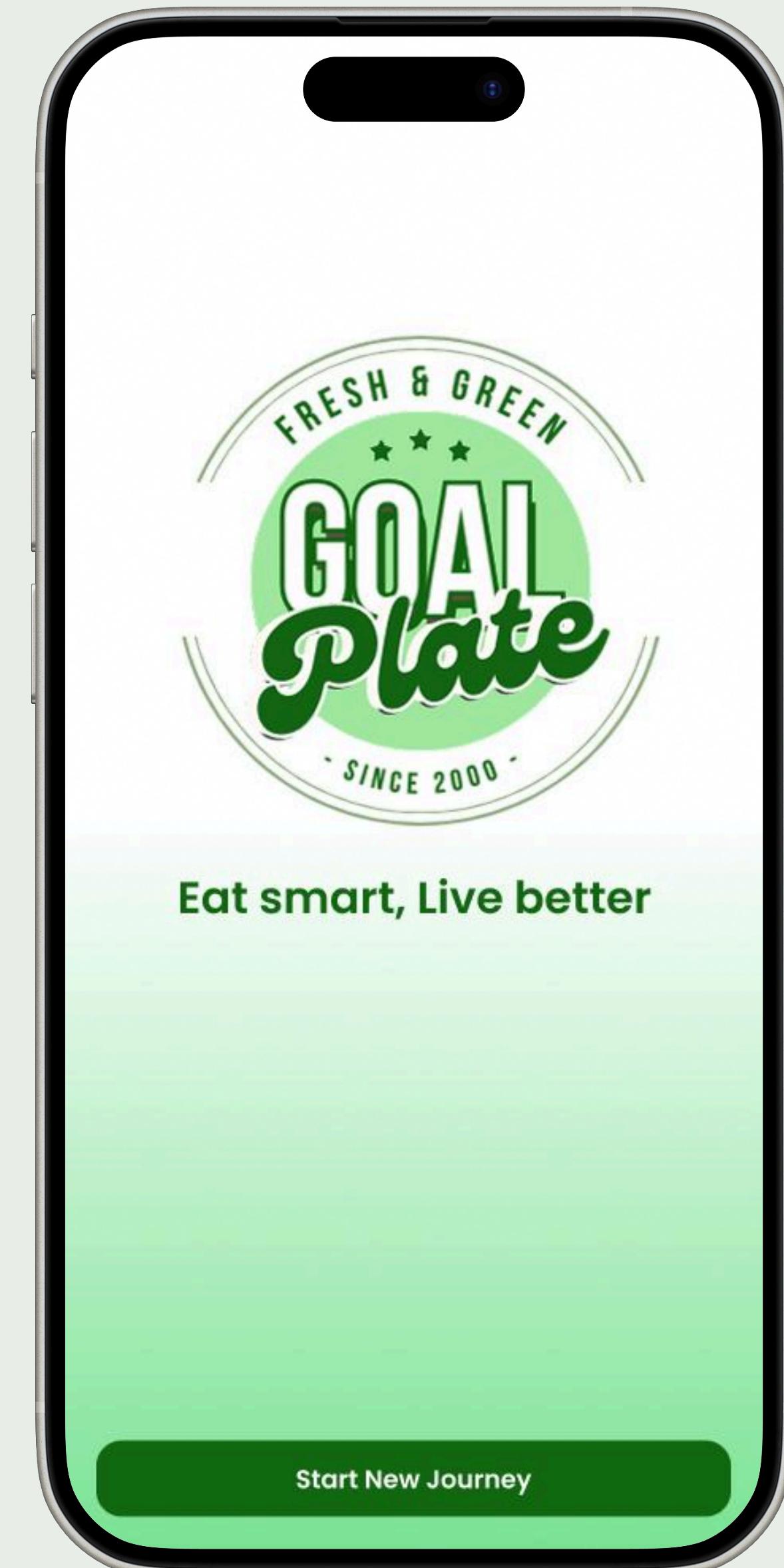
Amr Elbaroudy

Atef Azmy

Esraa Samir

Malak Abdelazim

Nour Ahmed



Agenda

- 1 About GoalPlate
- 2 Group members roles
- 3 Problems solved and the goals of the app
- 4 Research and User insights

Key pain points, user persona, journey map, and survey results
- 5 App usability

Idea bank, Brainstorm, feature list, user flow, site map, and impact effort matrix
- 6 Wireframes
- 7 Prototype link

About GoalPlate

Overview

GoalPlate is a smart nutrition and meal-planning app that uses AI to help users reach their health and weight goals. It provides personalized guidance, meal planning, and tracking features to simplify healthy eating and make it more consistent.

With the addition of meal delivery, GoalPlate now transforms plans into real, ready-to-eat meals, making healthy nutrition effortless and accessible for busy lifestyles.

The app focuses on making nutrition management easy, accessible, and personalized through an intuitive interface, smart recommendations, and convenient meal fulfillment.

About GoalPlate (continued)

Features

- AI Meal Assistant: Chat-based support that answers questions, suggests meals, and adapts to user goals.
- Meal Plan Generator: Creates flexible, weekly meal plans users can adjust anytime.
- Dashboard Hub: Displays calorie intake, progress, and remaining goals clearly.
- Recipe Library: Provides healthy meal options with detailed nutrition information.
- Meal Delivery: Delivers freshly prepared, healthy meals that match users' personalized plans and calorie goals — saving time and ensuring consistency.
- Notifications & Settings: Keeps users engaged and on track with reminders and preferences.

Group members roles

- | | |
|------------------|--|
| Amr Elbaroudy: | Problems, goals, feature list, idea bank, wireframes and prototype |
| Atef Azmy: | Feature list, idea bank, UI Design, wireframes and prototype |
| Esraa Samir: | Effort matrix, idea bank, wireframes and prototype |
| Malak Abdelazim: | Problems, goals, feature list, idea bank, wireframes and prototype |
| Nour Ahmed: | User persona, journey map, wireframes and prototype |
| Rawan Ahmed: | Key pain points, survey, user flow, site map, wireframes and prototype |

The goals of GoalPlate

Problems

1. People struggle to plan balanced meals that match their dietary goals and preferences.
2. Tracking calories and nutrients manually is time-consuming and inaccurate.
3. Finding new meal ideas that are both healthy and convenient is difficult.
4. Maintaining consistency in diet and progress tracking is challenging.
5. Users need a single, intelligent platform to manage and execute their nutrition journey effectively.
6. Busy users lack time to cook or prepare healthy meals that align with their goals.

Goals

1. Help users achieve their health and weight objectives through AI-driven nutrition insights and delivered meal solutions.
2. Provide an easy, enjoyable experience for planning, tracking, and improving eating habits.
3. Offer personalized meal plans, ingredient-based recipes, and healthy meal delivery tailored to user preferences.
4. Simplify decision-making and save time through smart automation, reminders, and direct meal fulfillment.

Research and User insights

Users Don't Plan Ahead

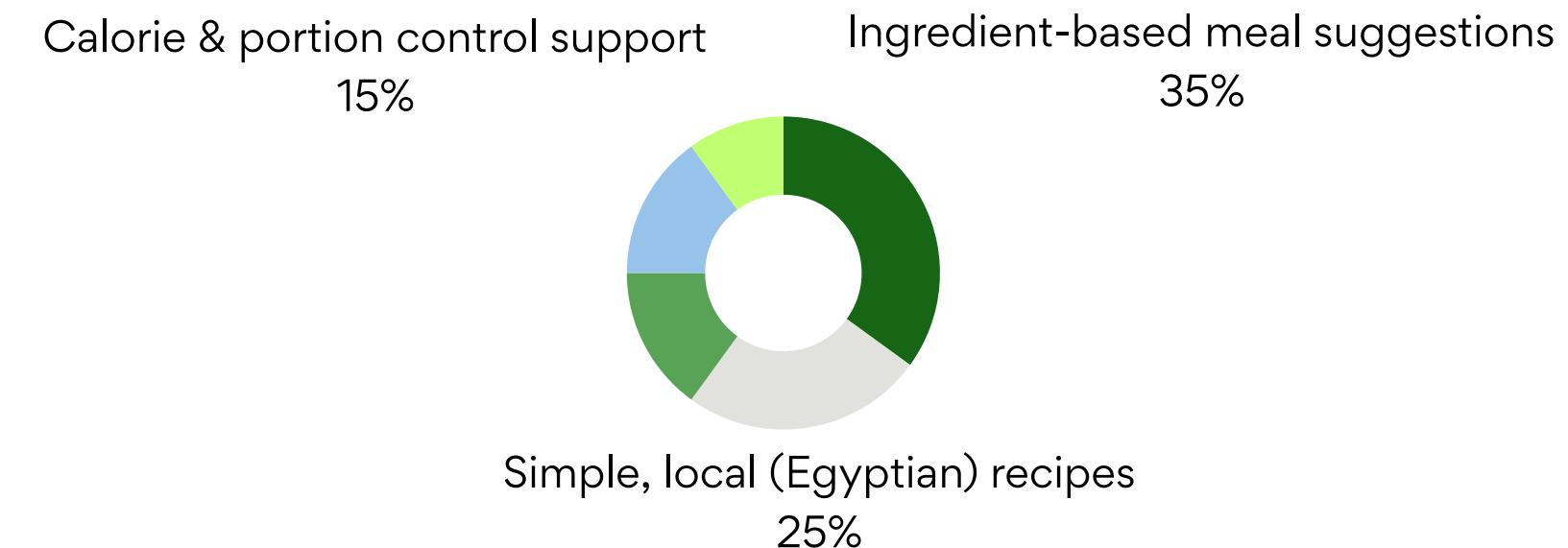
- 74% of users decide what to eat reactively, not proactively.
- Insight: A rigid, pre-set meal plan app will likely fail.

They Cook With What They Have

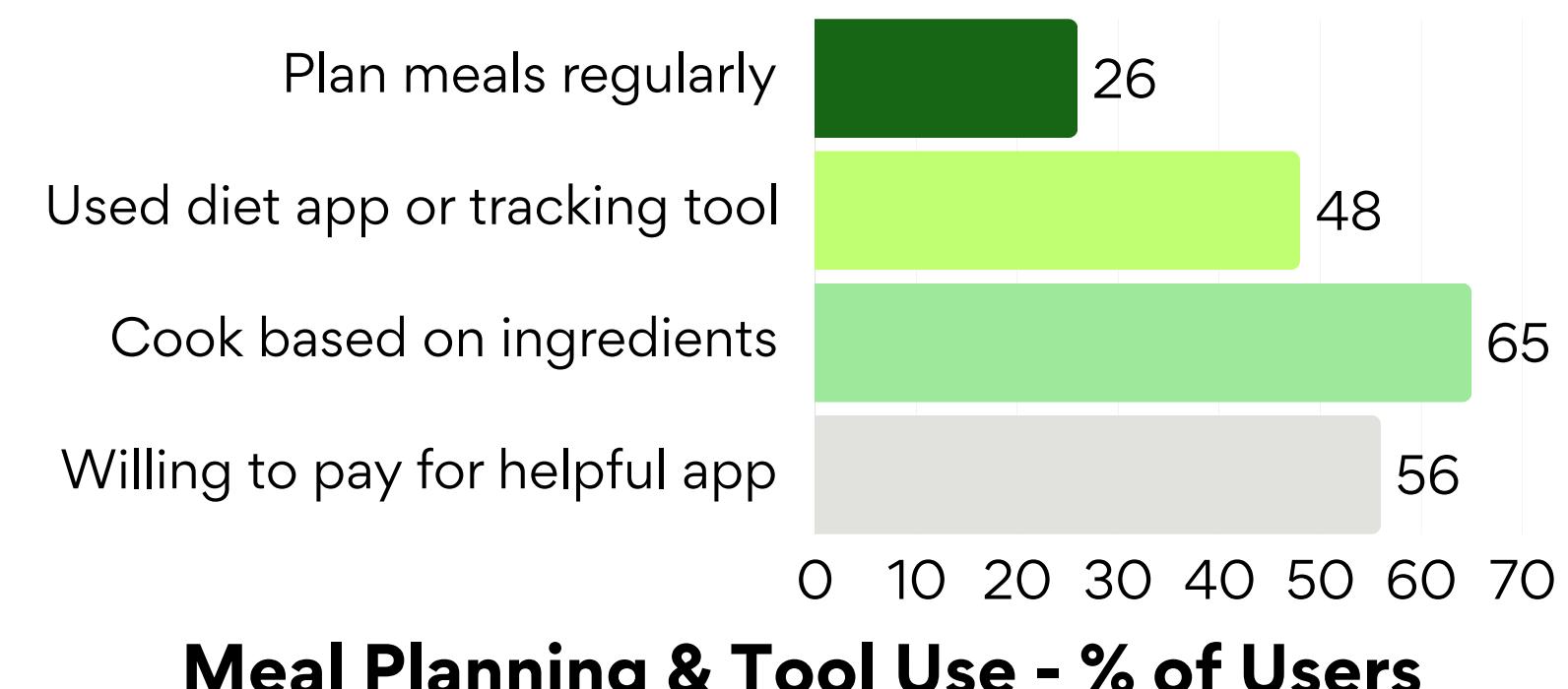
- 65% base their meals on the ingredients available in their kitchen.
- Insight: The most useful feature is one that solves the "what can I make now?" problem.

56% are willing to pay for an app that...

- Saves them time
- Reduces food waste
- Fits their culture



Top Feature Requests by Users



User Persona 1



Sarah Ibrahim

Cairo, Egypt

28 Years, Female

Marketing Executive

Goals

- Eat healthy without spending too much time planning meals.
- Lose 5 kg in two months.
- Have meal suggestions that fit her busy schedule.

Behaviors

- Uses mobile apps daily (especially on the go).
- Shops for groceries once per week.
- Motivated by progress tracking and visual results.

Pain Point

- No time to prepare complicated meals.
- Often orders takeout due to work pressure.
- Finds calorie tracking apps too confusing.

Needs from GoalPlate

- Simple meal suggestions with short prep times.
- Weekly meal plans automatically generated.
- A friendly AI assistant to help her stay consistent

EMPATHY MAPPING

SAYS

- “I don’t have time to plan or cook complicated meals.”
- “I just want something healthy that fits my schedule.”
- “Tracking calories is too confusing and time-consuming.”

THINK

- “If I could automate my meals, I’d stay consistent.”
- “Healthy food doesn’t have to take hours.”
- “I wish an app could just tell me what to eat today.”



FEEL

- Stressed by work and time pressure.
- Guilty after eating unhealthy food.
- Relieved when she follows a simple, healthy routine.

DOES

- Skips breakfast or grabs quick snacks between meetings.
- Uses phone apps daily for productivity and reminders.
- Orders takeout often but tries to pick ‘healthy’ options.

User Persona 2



Ahmed Khaled

Alexandria, Egypt

22 Years, Male

**University Student /
Gym Trainer**

Goals

- Gain muscle weight in a healthy way.
- Track daily calories and protein intake.
- Plan meals based on available ingredients.

Behaviors

- Tracks fitness and health metrics daily.
- Enjoys exploring new meal recipes.
- Shares progress with friends on social media.

Pain Point

- Doesn't always know which foods meet his calorie needs.
- Feels frustrated when meal plans aren't customizable.
- Uses multiple apps (one for workouts, one for food).

Needs from GoalPlate

- Smart calorie calculator connected to body goals.
- High-protein meal suggestions based on chosen foods.
- Exportable daily meal plans and progress charts.

EMPATHY MAPPING

SAYS

- “I need high-protein meals to build muscle.”
- “Why can’t I find an app that fits both my workouts and meals?”
- “I want to track my calories and macros easily.”



THINK

- “Meal planning is as important as my gym routine.”
- “If I stay disciplined, I’ll see results fast.”
- “Technology should make nutrition easier.”

FEEL

- Motivated by progress and visible muscle gain.
- Frustrated when meal tracking apps are inaccurate.
- Proud when achieving fitness milestones.

DOES

- Logs workouts and food daily.
- Searches YouTube for fitness meal prep ideas.
- Experiments with different ingredients to optimize nutrition.

User Persona 3



Mona Adel

Giza, Egypt

40 Years, Female

School Teacher / Mother
of Two

Goals

- Prepare healthy meals for her family.
- Balance nutrition and taste for both kids and adults.
- Save money by using what's already in the kitchen.

Behaviors

- Tracks fitness and health metrics daily.
- Enjoys exploring new meal recipes.
- Shares progress with friends on social media.

Pain Point

- Struggles to find recipes everyone likes.
- Finds most health apps too technical or complicated.
- Needs practical meal ideas with ingredients she already has.

Needs from GoalPlate

- Plans meals weekly.
- Cooks traditional Egyptian dishes but wants to make them healthier.
- Uses her phone mostly in the evening for planning.

EMPATHY MAPPING

SAYS

- “I need recipes that everyone in my family will enjoy.”
- “Healthy eating shouldn’t be expensive.”
- “I want to cook using what’s already in my kitchen.”



THINK

- “My kids won’t eat if food doesn’t taste good.”
- “I should set a good example with balanced meals.”
- “It’s hard to find quick, healthy family recipes.”

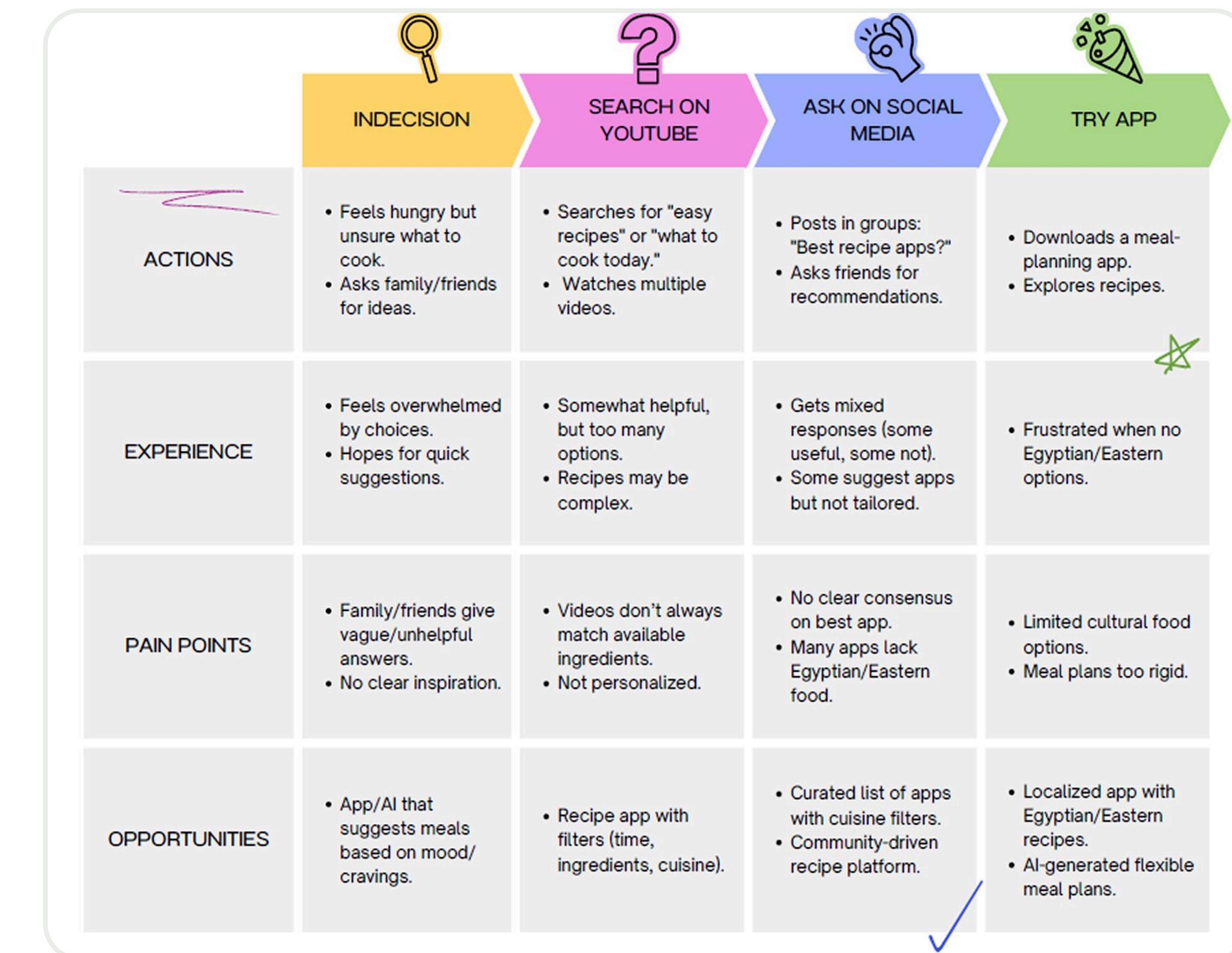
FEEL

- Overwhelmed by balancing work, family, and cooking.
- Happy when her family enjoys a healthy meal.
- Confident when she saves time and money with good planning.

DOES

- Plans weekly meals on paper or mobile notes.
- Shops for groceries based on sales and availability.
- Cooks every day but gets bored with repetitive meals.

Journey map



User Interviews / Feedback / Survey



13. Is there anything else you'd like to share? Please feel free to write your thoughts.

تود مشاركته أو إضافته؟ يرجى كتابة أفكارك أدناه

8 responses

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دا كدا عظمه اووي

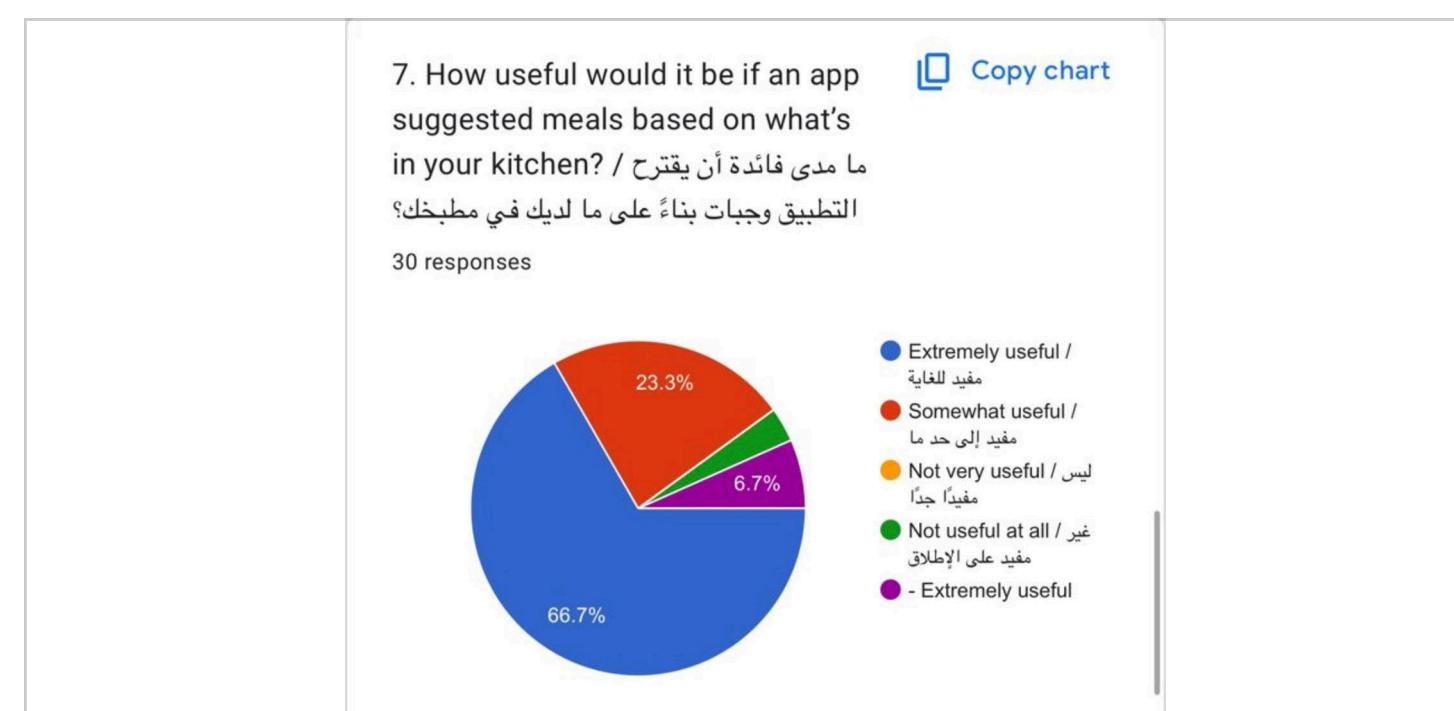
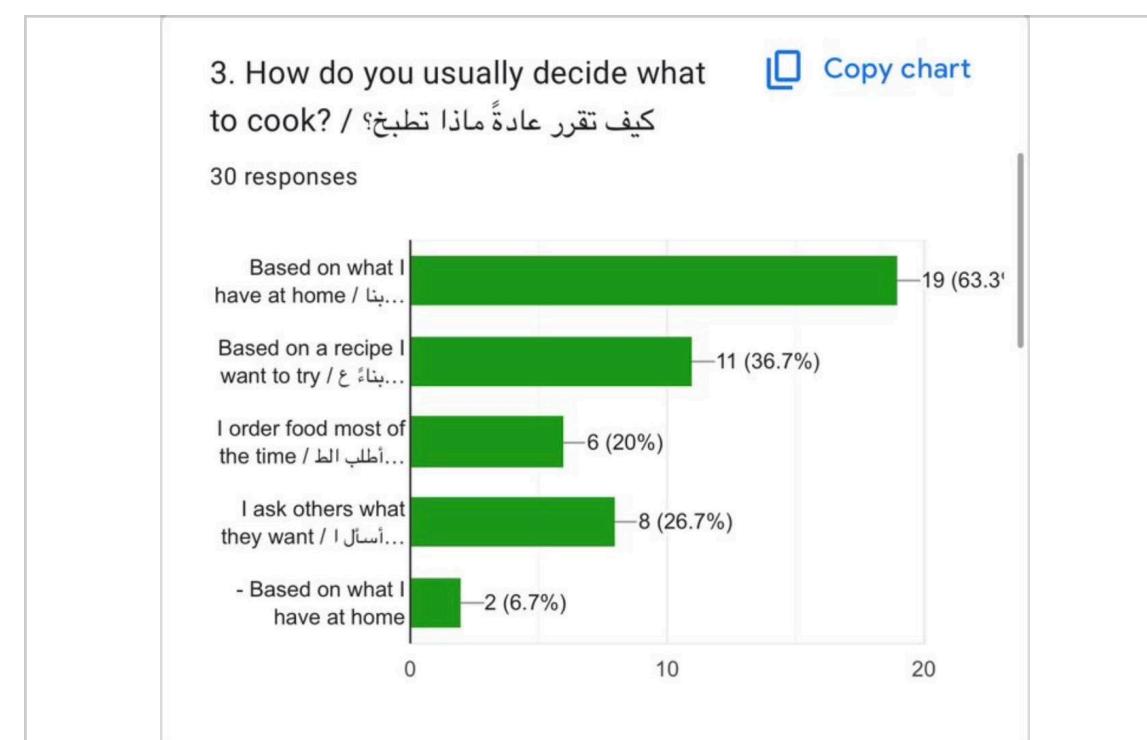
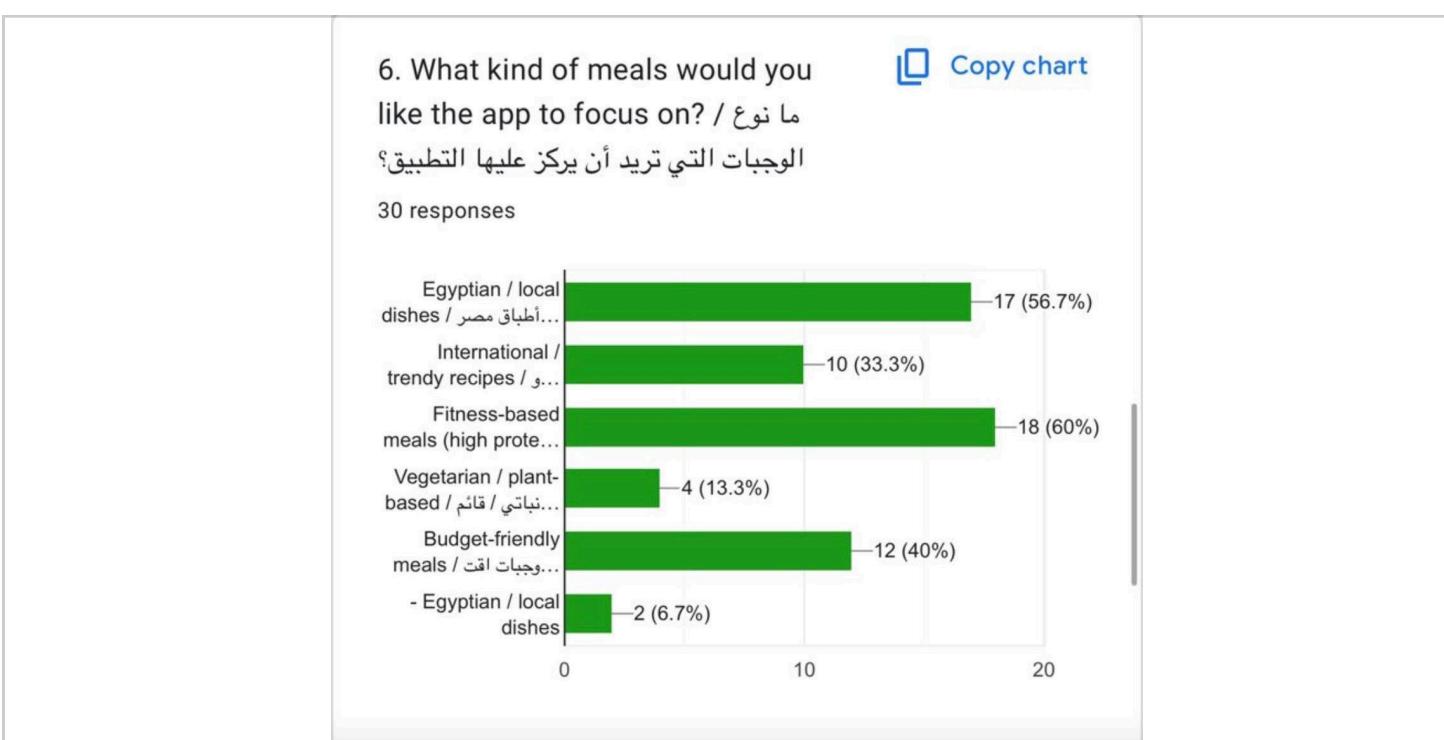
شكرا جدا والله معاكم

All the best!

La

Thanks

لا شكر



IDEA BANK

Travel-the-World Meals

Choose a country or continent → get a daily rotating meal plan from that region.

Live Smart cart

Users scan grocery receipts and GoalPlate auto-updates their pantry and suggests recipes only from what they bought.

After Target prize

A reward system for users based on their successful plan completion.

Post-Meal Feedback Screen

"Did you enjoy this meal?" with emojis + follow-up.
Collects UX feedback and opens door for review-based features (like trending meals).

Live cooking sessions

Design a screen promoting upcoming cooking events or nutrition webinars, with early access or recordings available only to Premium users.



Healthy Movie Nights

Host food documentaries with chat & polls

Smart Notifications

Actionable reminders like "Still have eggs? Want a quick omelet?"

Plan History

Lets users browse previous meal plans easily

Ingredient-Based Substitutions

Offers intelligent ingredient swaps if you're missing something

Mini Quizzes

Helps refine meal recommendations through short taste quizzes



30-Second Lazy Chef Mode

Tap "I'm tired" → it shows 30-second TikTok-style meal prep videos for ultra-fast low-effort meals using 5 ingredients or less.

AI Mood-Based Meals

Suggests meals based on mood using emojis/facial recognition



Surprise Me

New daily meal idea never shown before

Quick Add Previous Meals

Design a screen where users can re-add previous meals with one tap.

Goal Rooms

Join support groups for similar goals

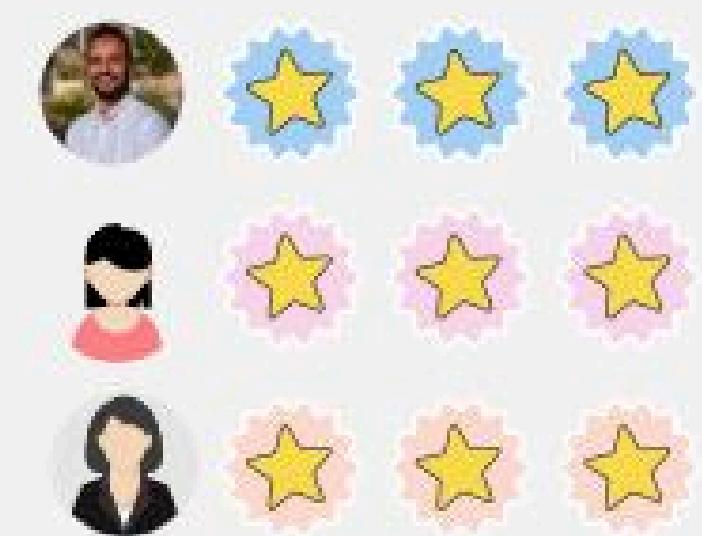
BRAINSTORM

A CLEAN AND STRUCTURED BOARD TO RUN COLLABORATIVE IDEA SESSIONS WITH YOUR TEAM



DOT VOTING

Instructions: each person gets 3 dots to vote on their favorite ideas from the grid



IDEA GRID

	Fridge camera sync	Plant to plate		Surprise Me		AI Mood-Based Meals		Live Smart Cart		Daily Surprise Meal Box		Daily Healthy Habits Tracker		Ingredient Substitutes		Weekly Recipe Suggestion
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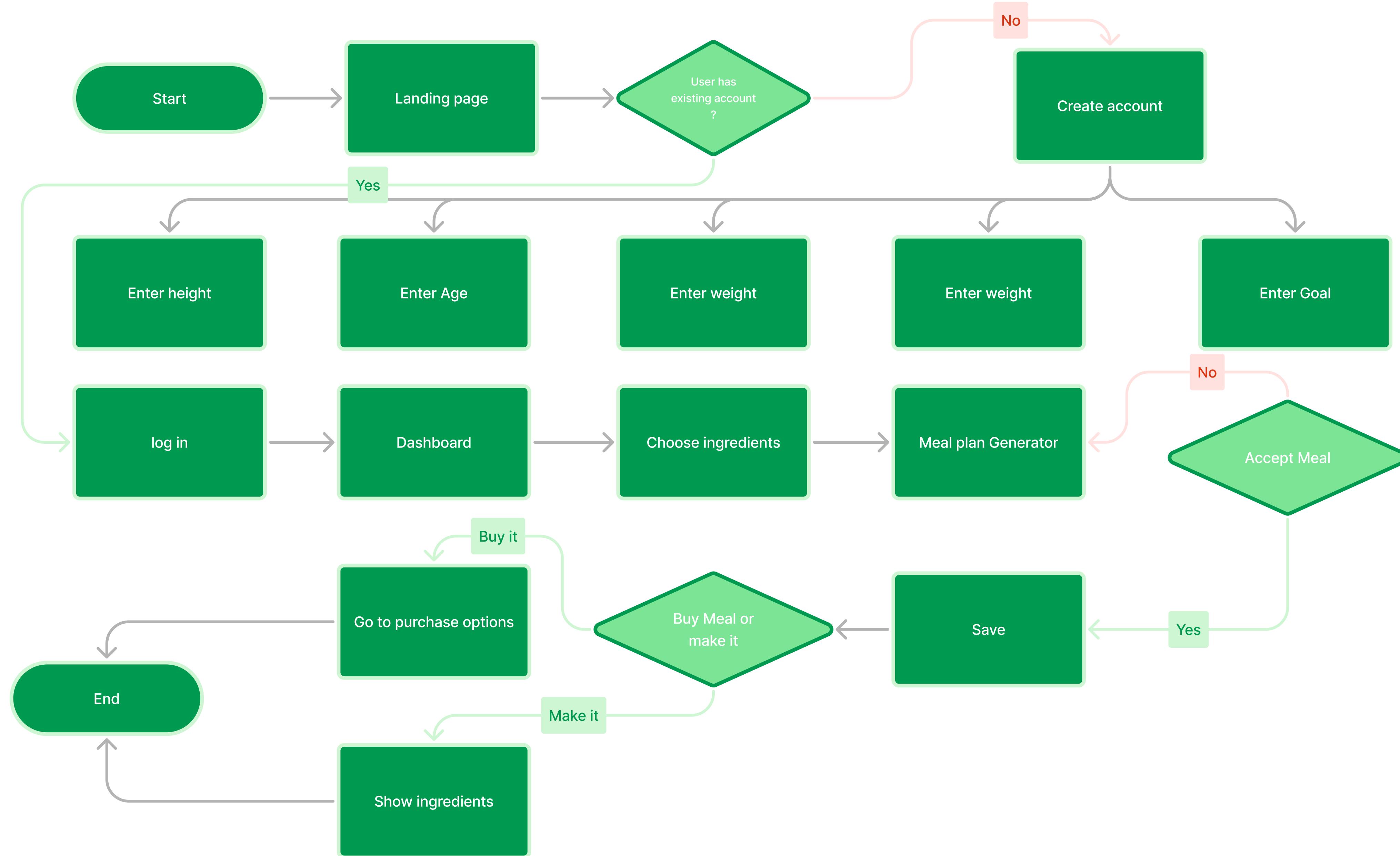
	Live Cooking Sessions		Weekly Recipe Suggestion		Travel-the-World Meals		Festival Mode		Cooking Skill Level Adjustment		Community Favorites		Budget-Friendly Mode		Ingredient Expiry Alerts		Progress-Based Adjustments
--	-----------------------	--	--------------------------	--	------------------------	--	---------------	--	--------------------------------	--	---------------------	--	----------------------	--	--------------------------	--	----------------------------

	Live Cooking Session Preview		Post-Meal Feedback Screen		Referral Program Screen		AI Meal Wizard		Tribe Challenges (Plates of Civilization)		Daily Surprise Meal Box		Explanation button		plan history		Area-based meals
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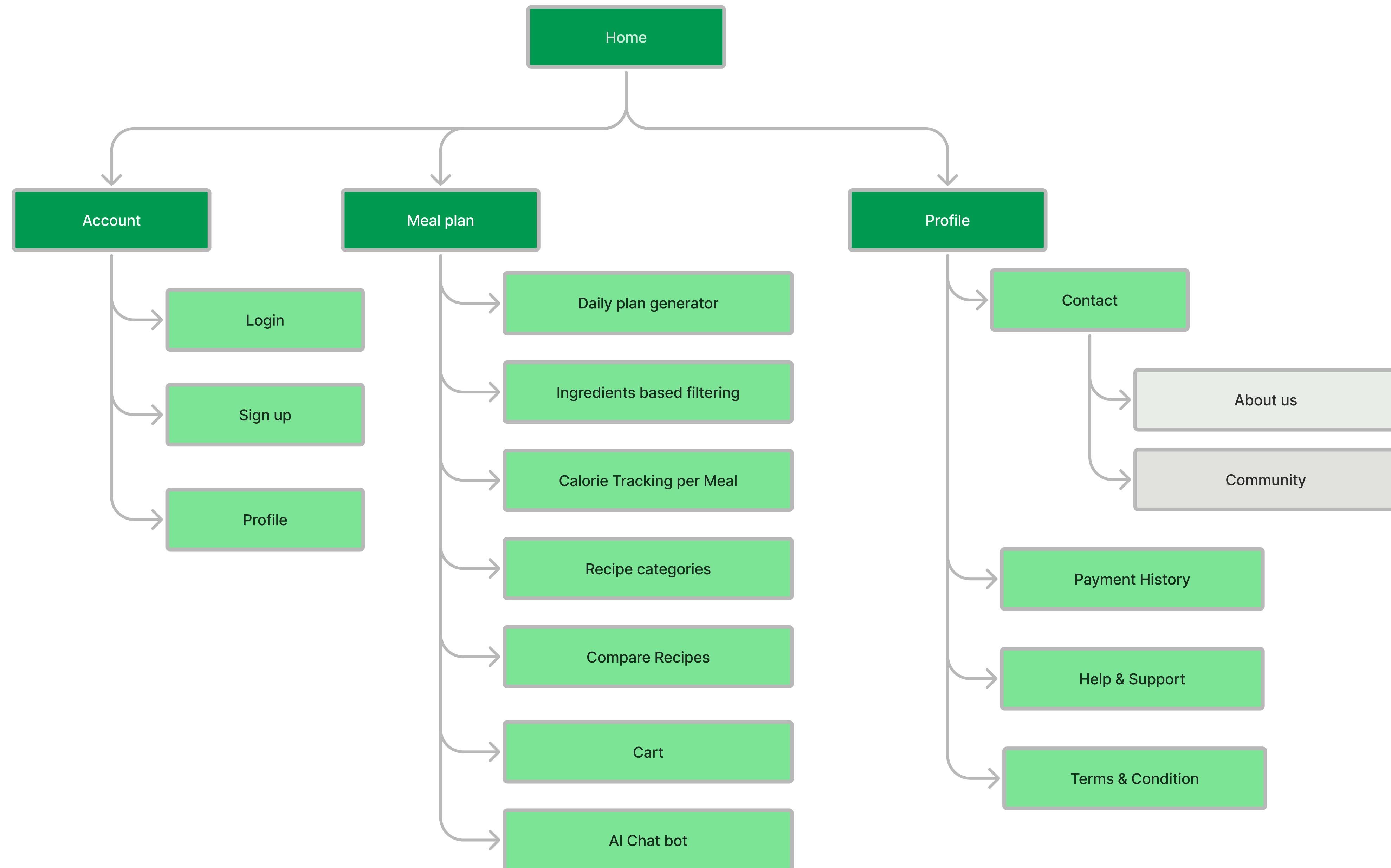
	Interactive Meal Builder		Quick Add from Recent Meals		Premium Talk with Nutritionists		Goal Rooms		Healthy Movie Nights		Journey Wall		support system		meals recommendation		ingreDIENT S-based meals
--	--------------------------	--	-----------------------------	--	---------------------------------	--	------------	--	----------------------	--	--------------	--	----------------	--	----------------------	--	--------------------------

Features List				
Phases	Feature	Description	Priority	Status
Phase 1 (Launch Features)	Personalised Daily Meal Plan Generator	Creates tailored daily meal plans based on weight, goals, and calories.	Very high	Not started
	Ingredient-Based Recipe Filtering	Suggests only recipes that match ingredients the user has.	High	Not started
	Calorie Tracking per Meal	Shows calories for each recipe and total daily intake.	High	Not started
	Budget-Friendly Mode	Plans meals optimised for cost.	High	Not started
Phase 2 (Engagement & Smart Features)	AI Chat Assistant	Provides instant nutrition tips, meal substitutes, and cooking advice.	Very high	Not started
	Login & Profile History Tracking	Saves meal plan history, preferences, and progress.	Medium	Not started
	Daily Notifications	Sends reminders, tips, and motivational messages via browser or email.	Medium	Not started
Phase 3 (Advanced Feature)	Live Smart Cart	Syncs with pantry inventory and shopping lists, auto-suggesting groceries based on upcoming meal plans.	Low	Not started

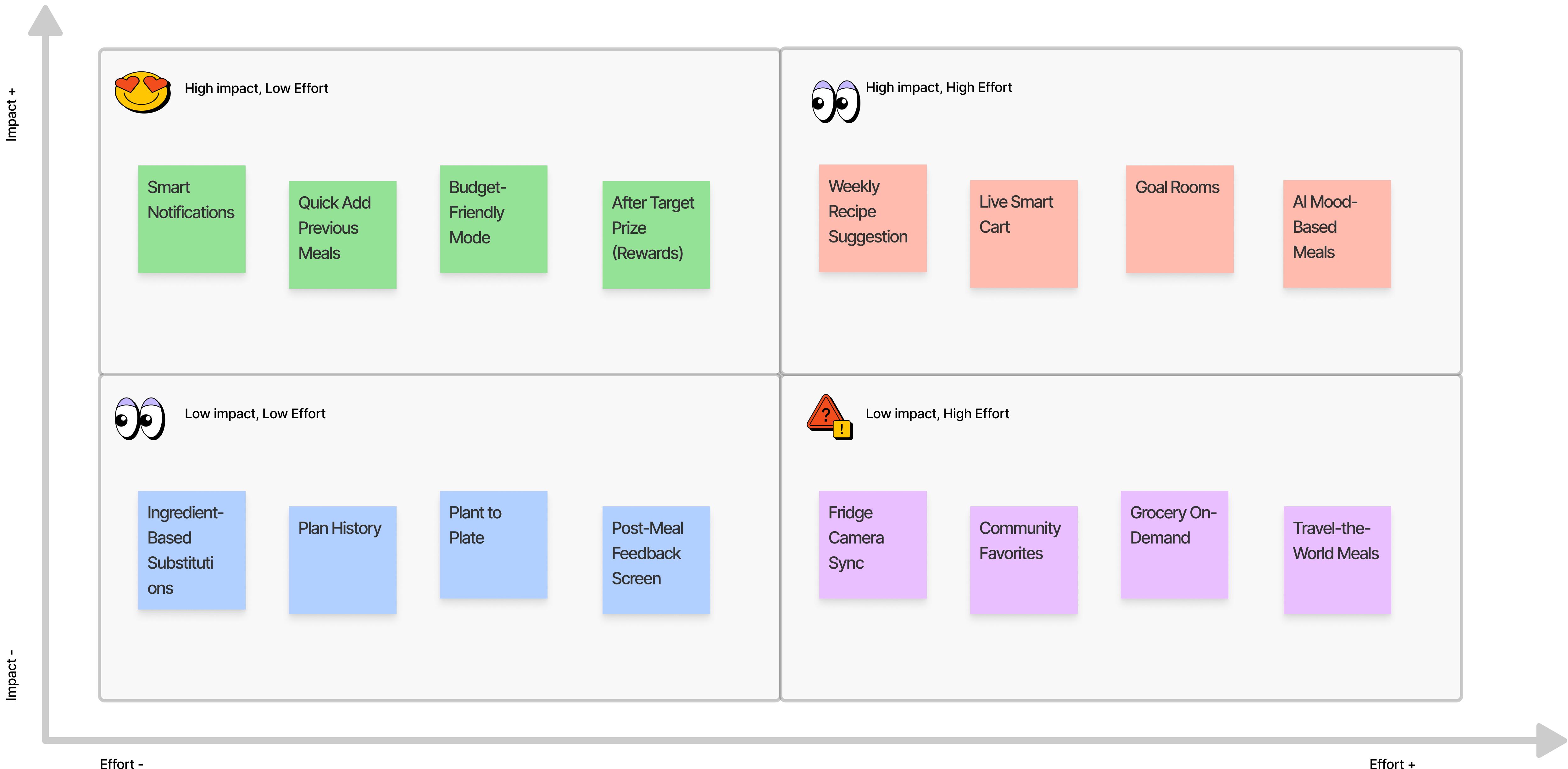
User Flow



Site Map



Impact and Effort Matrix



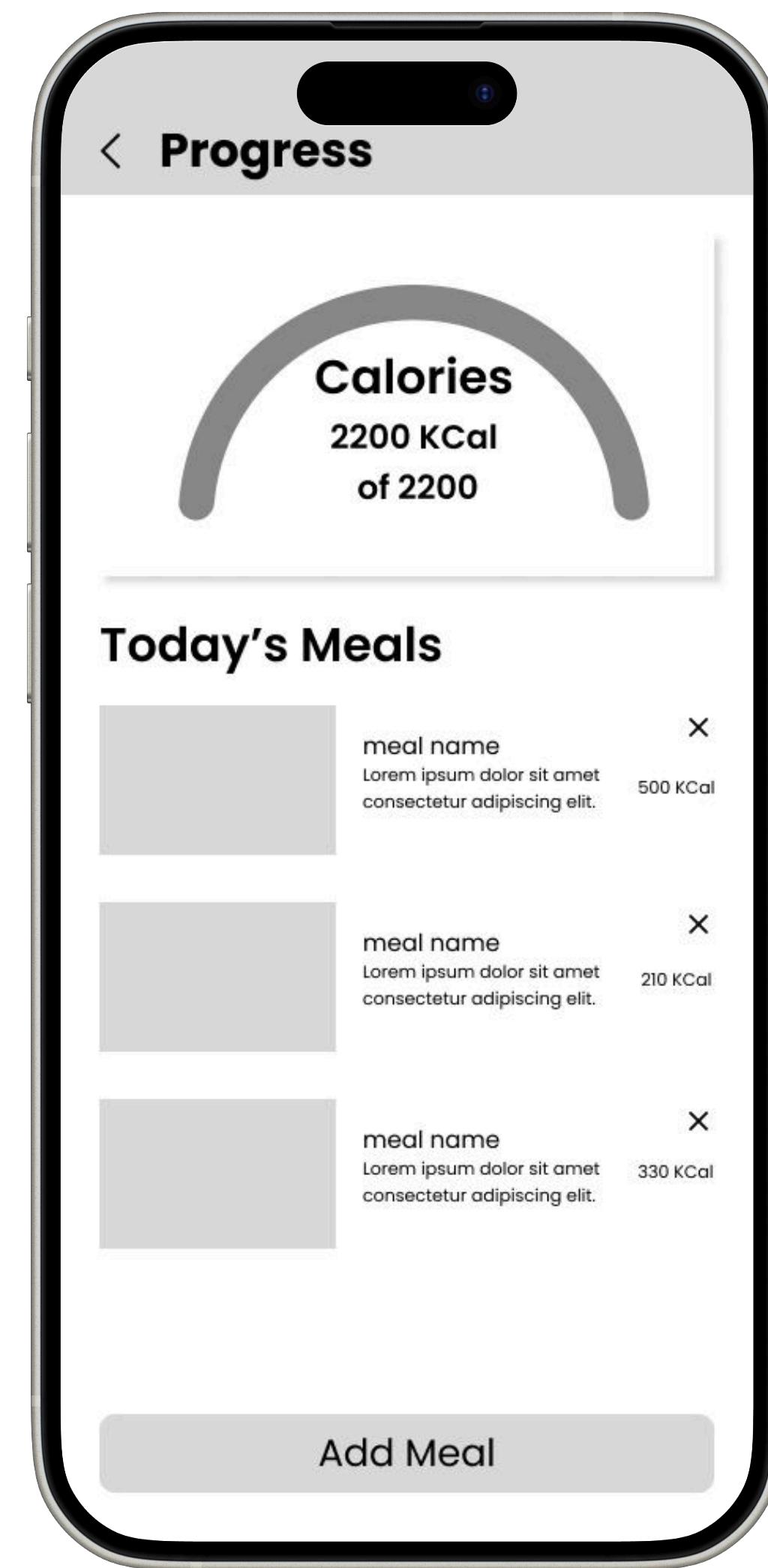


Wireframes

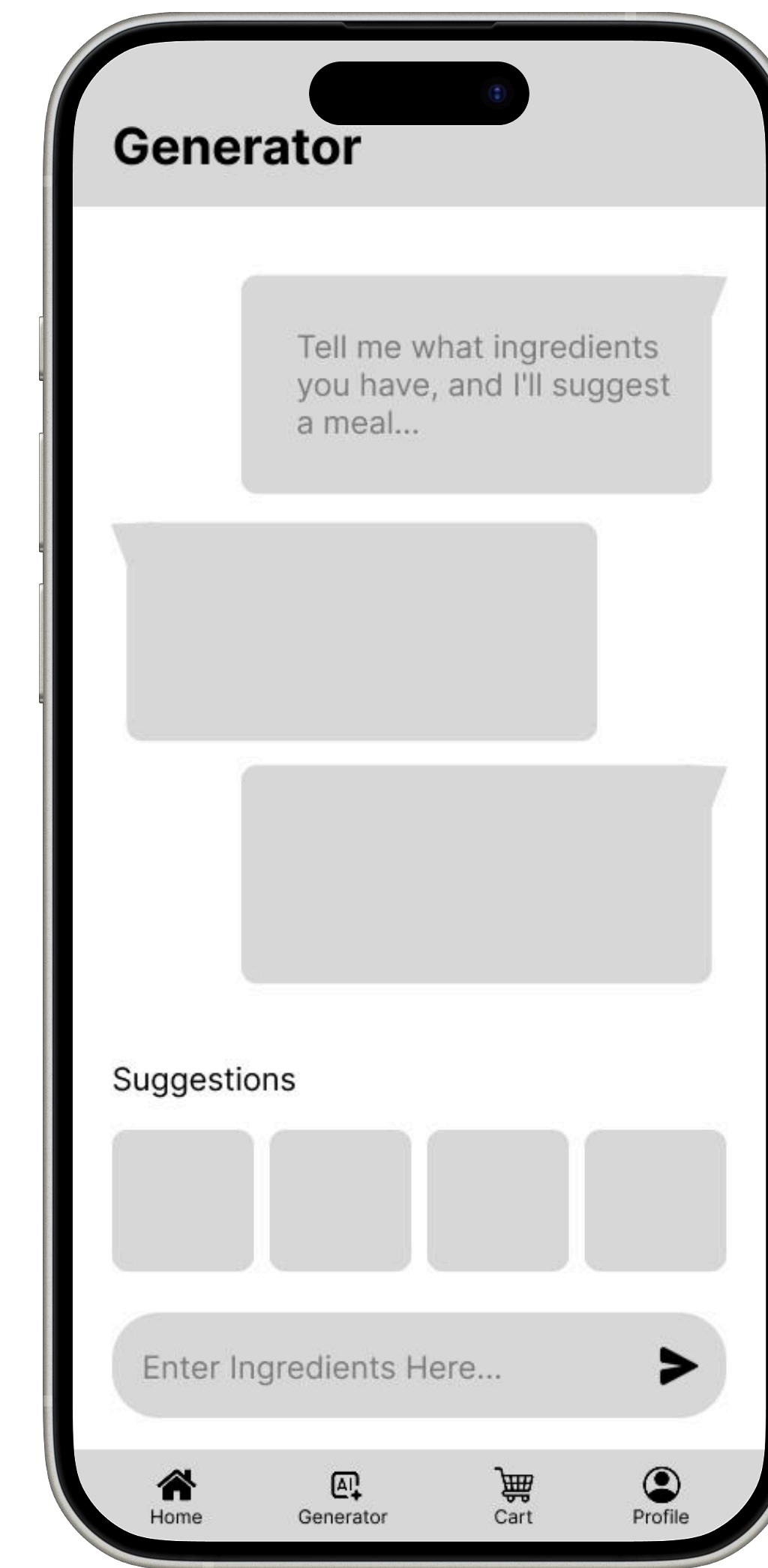
GoalPlate wireframes



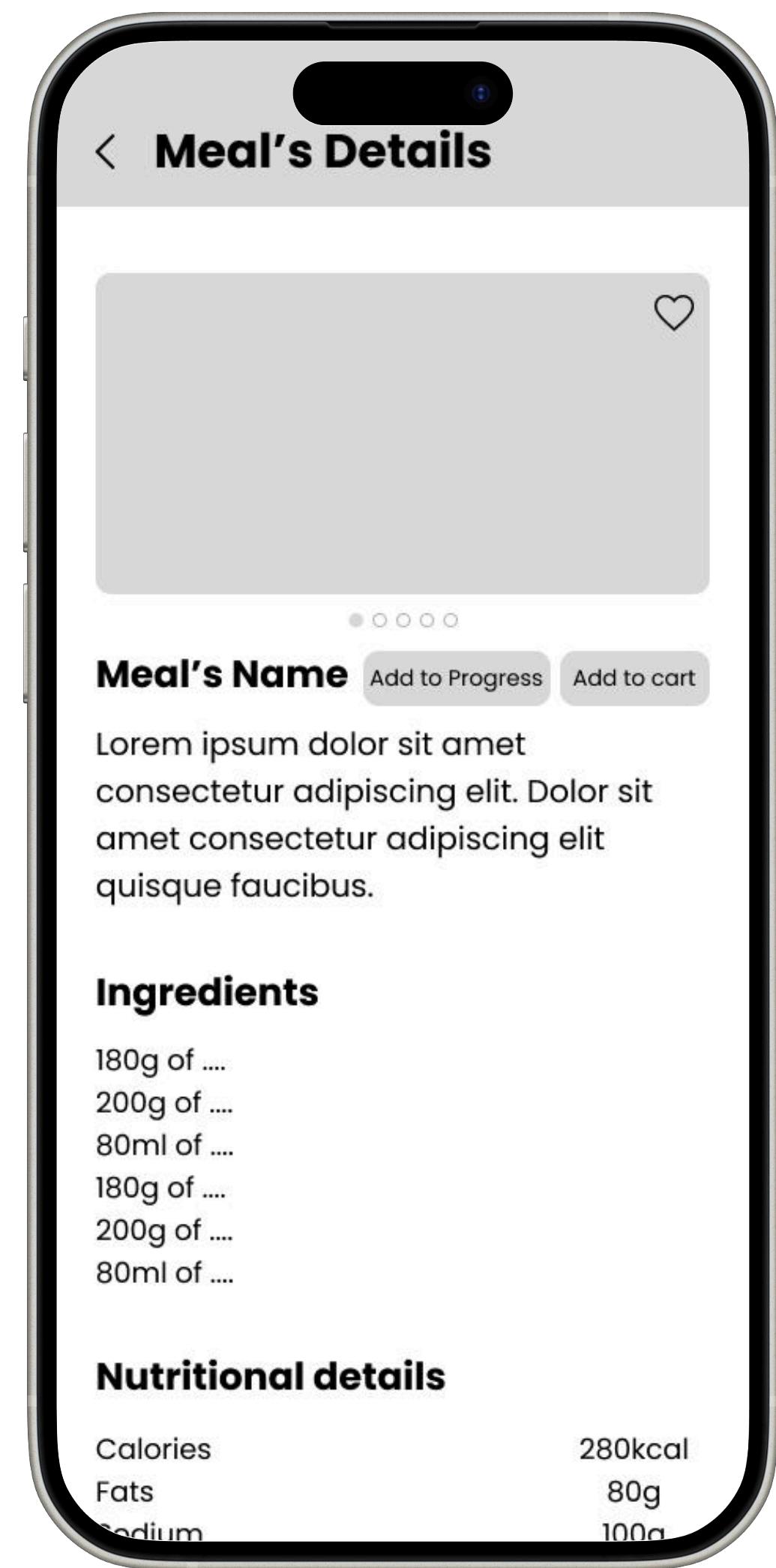
Home Page



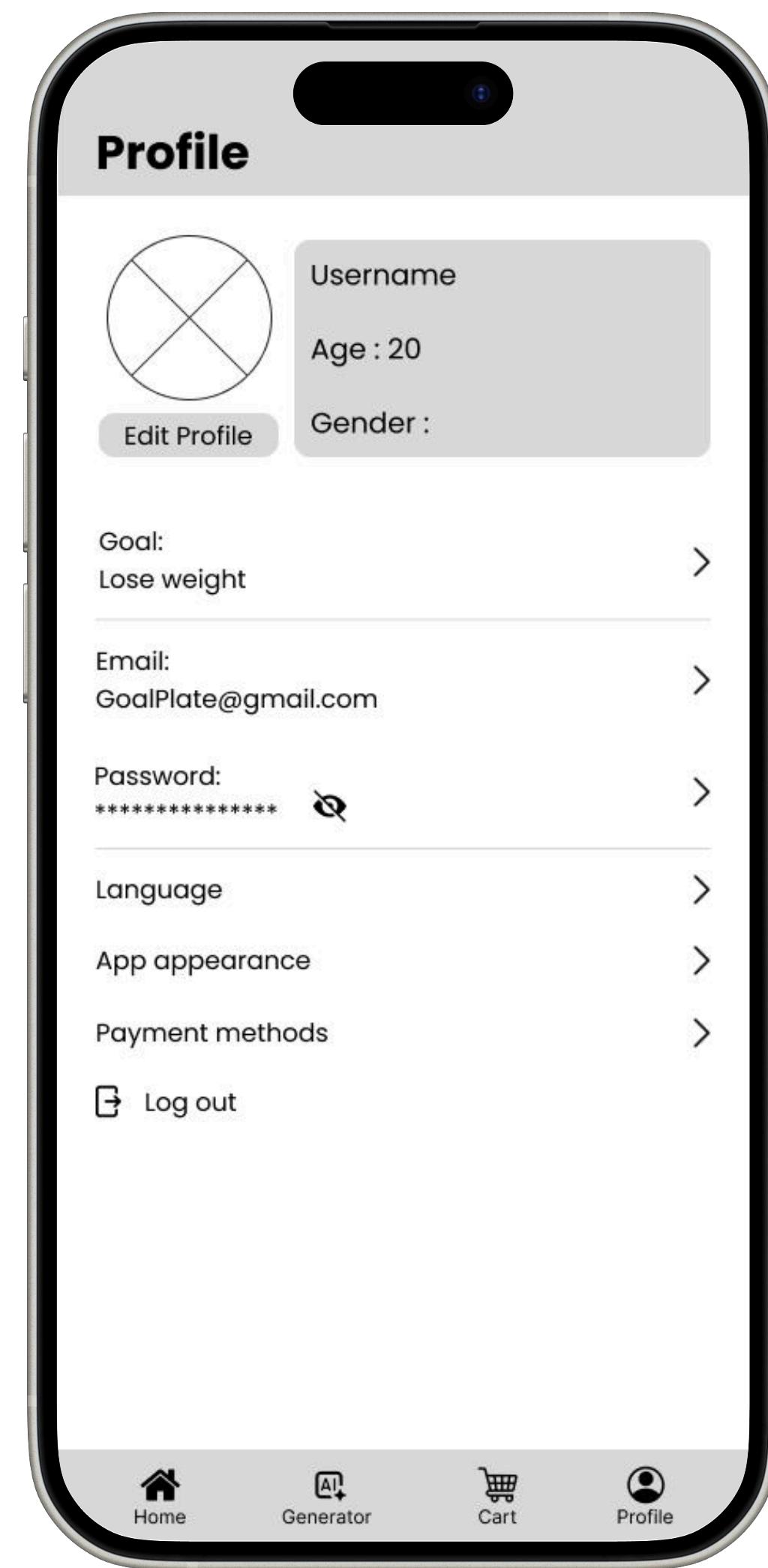
Progress Page



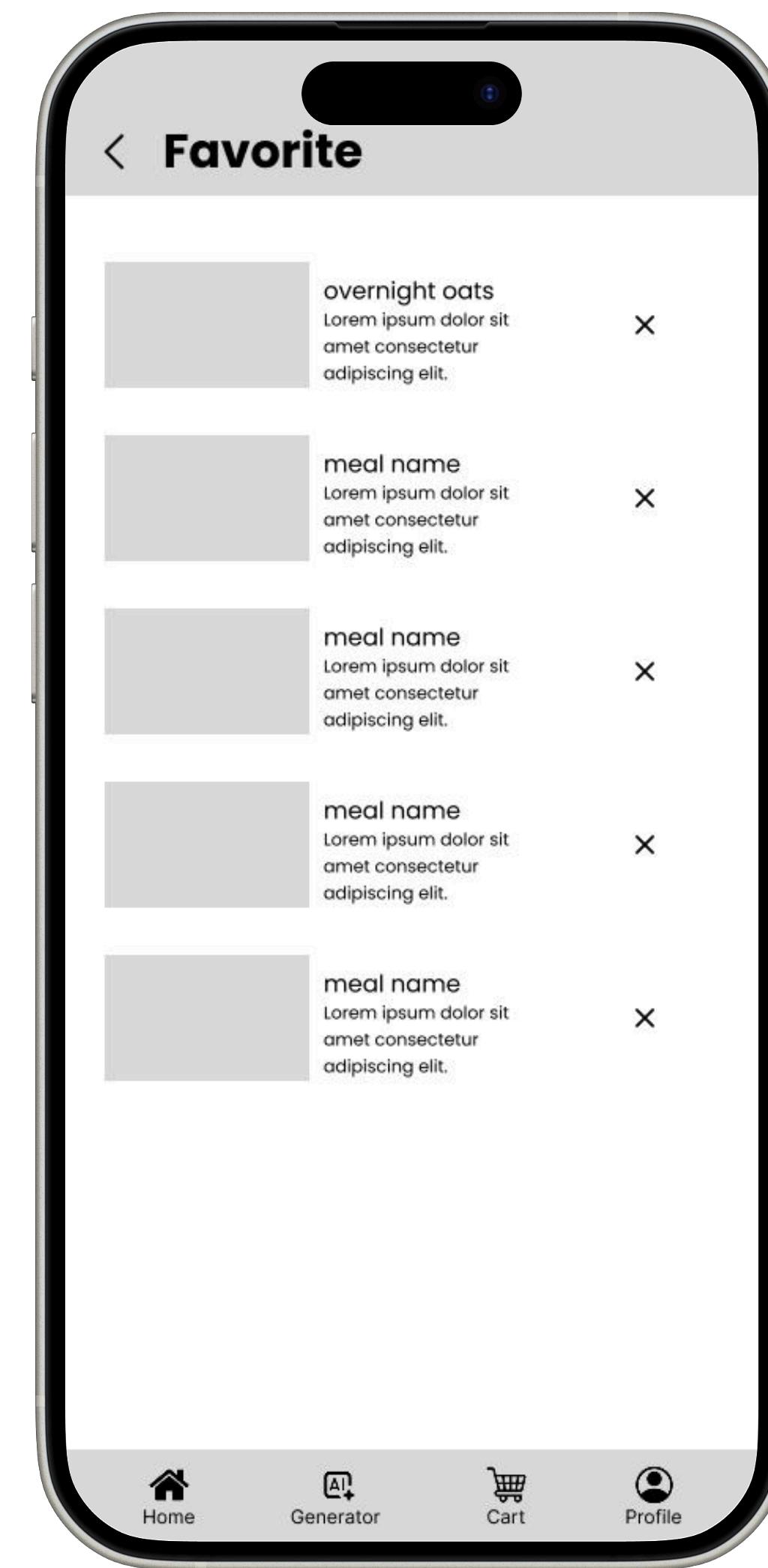
AI Generator



Meal's Details

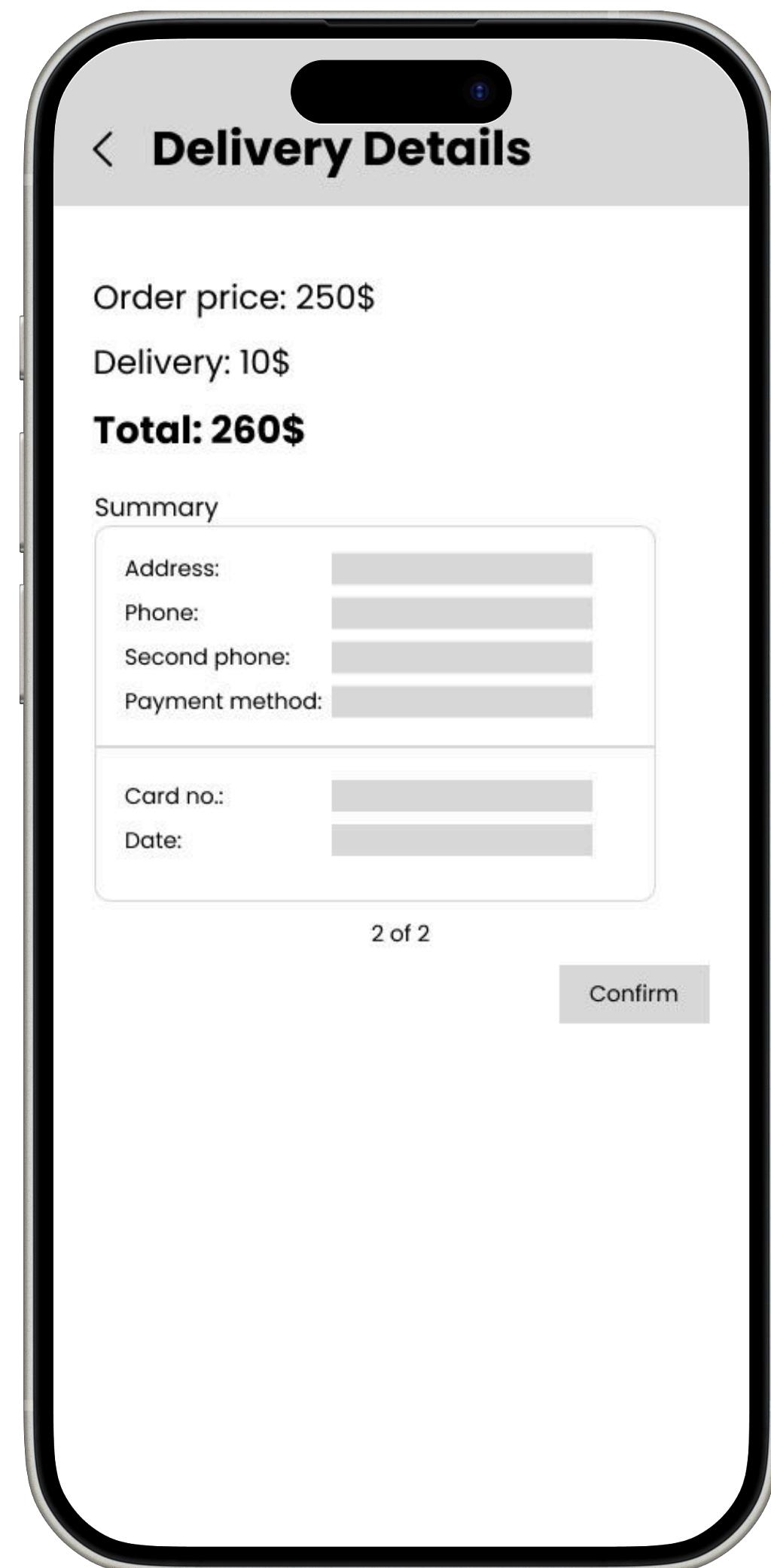
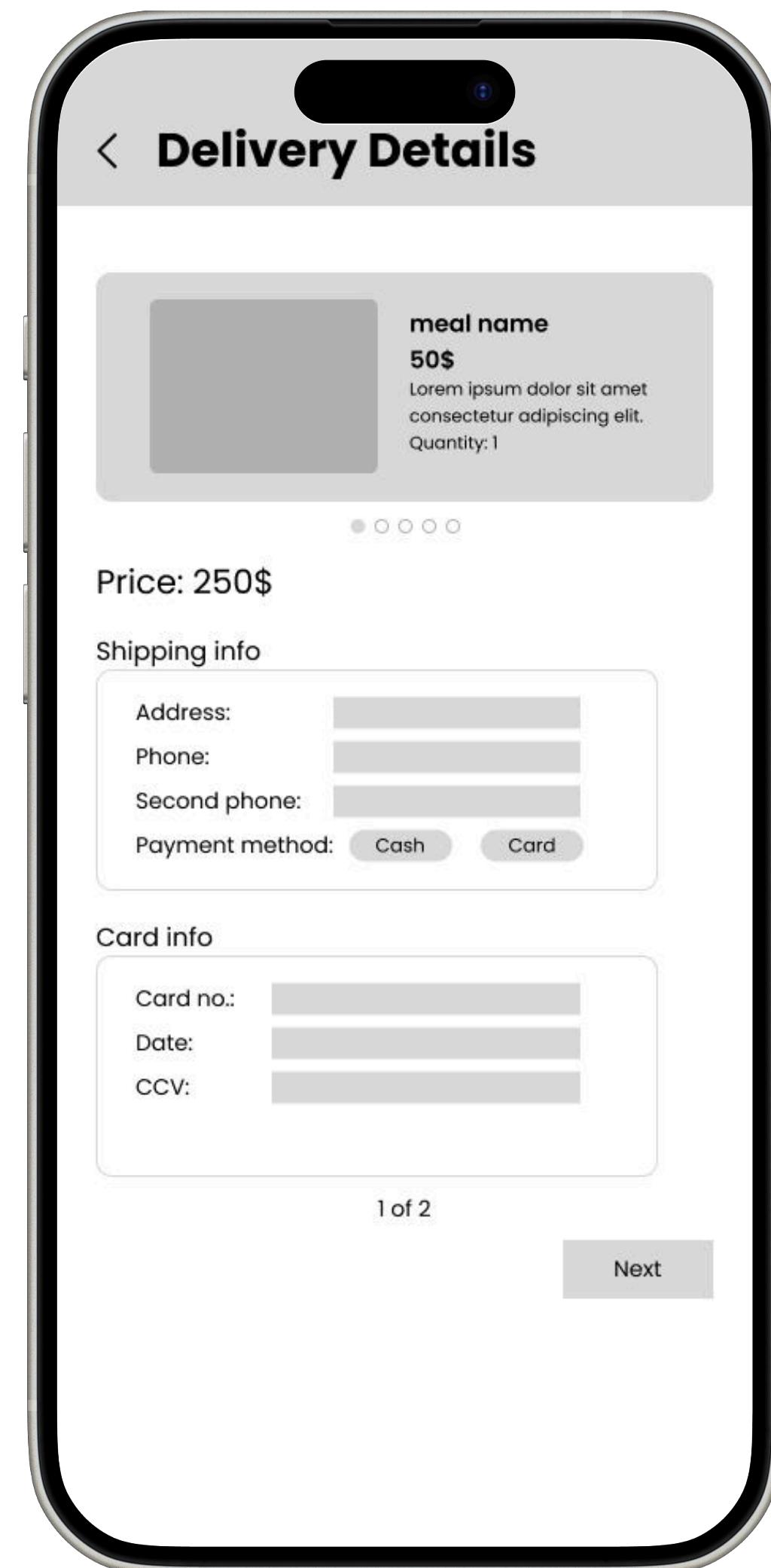
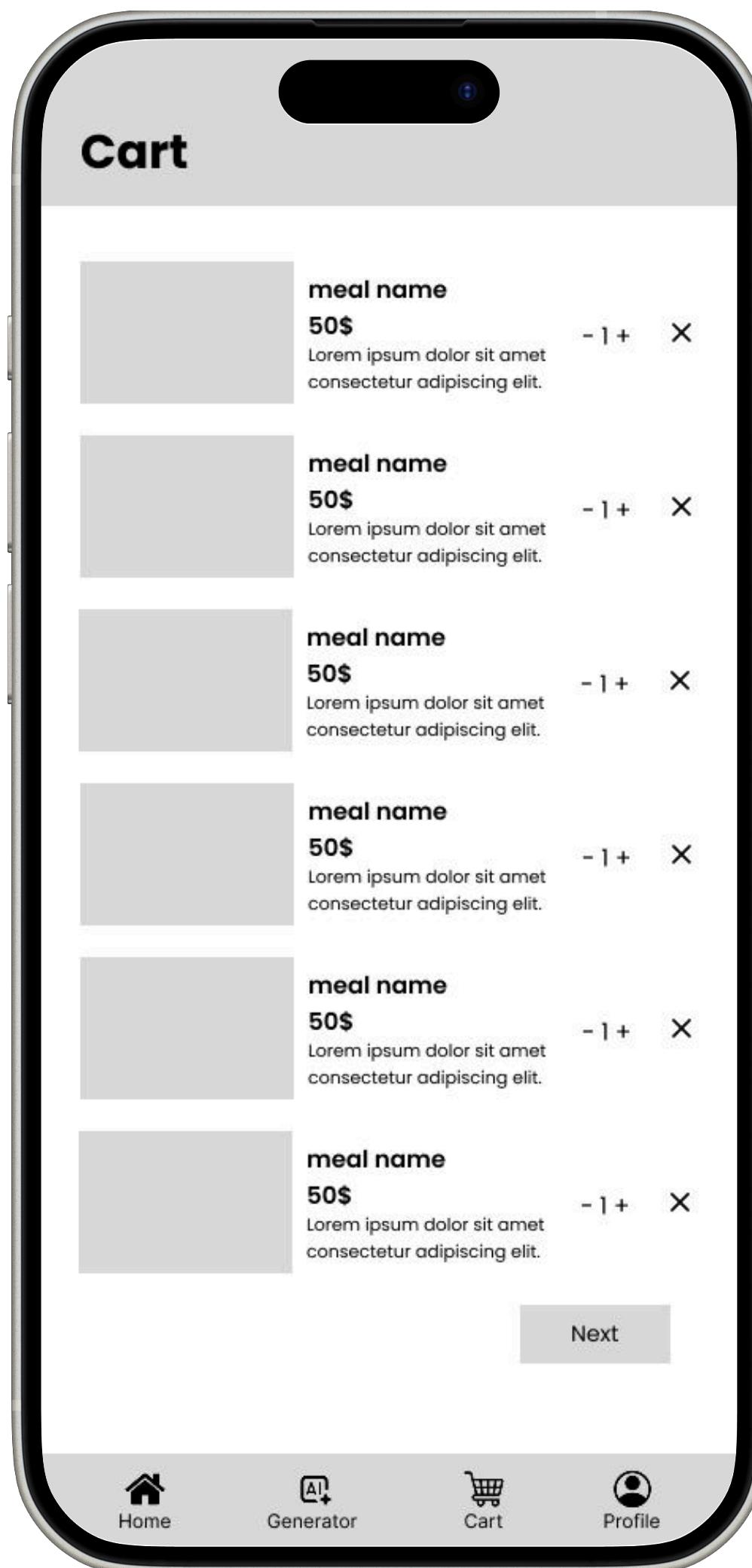


Profile



Favorite Meals

Cart



Prototype link

<https://www.figma.com/proto/Qfv2NOEI8c3SS4l1mYvNHd/GoalPlate?node-id=866-3810&t=Am5PlaexphlMAiVL-O&scaling=scale-down&content-scaling=fixed&page-id=776%3A2125&starting-point-node-id=866%3A3810&show-proto-sidebar=1>



Thank you