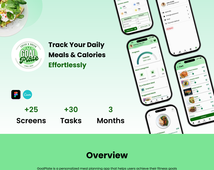


Overview

GoalPlate is a personalized meal planning app that helps users achieve their fitness goals through an intuitive interface. It offers customized meal plans, calorie tracking, delivery – all tailored to their preferences and available ingredients.

Design Thinking

Problem Statement

Many people struggle to maintain a healthy diet and manage their weight due to busy lifestyles, lack of nutritional knowledge, and limited access to personalized meal plans. Traditional diet tracking apps often lack personalization or fail to provide motivation and realistic guidance, leading users to abandon their healthy goals quickly.

Solution

GoalPlate addresses this problem by simplifying healthy eating through personalized meal recommendations, calorie tracking, and convenient meal delivery options. It empowers users to consistently reach their wellness goals in an enjoyable and sustainable way.

User Research

Survey

We did a survey with potential users to know their views, experience and to collect quantitative data. The target users were between 25-35 years old.

User persona

Empathy Map

User Flow

App Map

Style Guide

Typography

Poppins

36 Bold	24 Semi-Bold	20 Regular	18 Medium	16 Regular	14 Regular	12 Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ

Colors

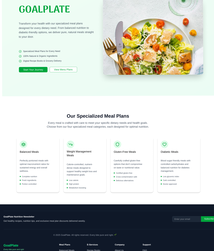
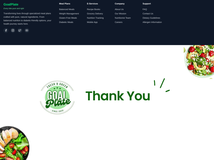
UI design

Home Page

Usability Test

Findings

1. Confusion between "Add to meal" and "Add to cart" in the Meal Details page
2. Order summary is not enough to know the purchase summary, a bill is more familiar
3. Cannot reach the progress page (Do not know that there is a progress page)
4. "Suggestion" in the AI recipe generator is unclear whether these are general meal suggestions or personalized recommendations based on the user's search
5. When users add a meal, it's not immediately clear which meal category (breakfast, lunch, or dinner) it belongs to.
6. The Progress Page includes multiple "Add Meal" buttons, which made the process feel repetitive and slightly confusing.

Recommendations

1. Clarify Buttons
   - Rename "Add to Meal" → "Track this Meal".
   - Differentiate it from "Add to Cart" using colors/icons.
2. Improve Order Summary
   - Redesign it as a bill-style layout with itemized details and totals.
3. Enhance Progress Page Access
   - Add a Progress tab/icon in navigation and highlight it during onboarding.
4. Clarify AI "Suggestion" Label
   - Rename to "AI Recommendations" and add a short descriptive subtitle.
5. Add Meal Category Selection
   - Let users choose Breakfast / Lunch / Dinner when adding a meal.
6. Simplify Progress Page Layout
   - Use one "Edit" button to expand meal sections instead of multiple "Add Meal" buttons.