Meal Planning App

User & Problem

🎯 Target Audience

Profile

A young urban professional living in a Tier-1 city who is health-conscious but time-constrained. They usually rely on a household maid for daily meals but often find the food repetitive and lacking in nutritional variety. Occasionally, they cook for themselves—especially protein-rich meals like chicken—when they have time.

Lifestyle Snapshot

- Works long hours, with limited energy to plan or supervise meals

- Has a maid who cooks twice daily, but meals are often repetitive or bland

- Tries to maintain fitness goals (e.g., 100g protein/day, balanced nutrients)

- Doesn't have time or mental bandwidth to coordinate new recipes daily

- Typically asks the maid to "make whatever is in the kitchen/fridge"

💬 Problem Statement

> Busy urban professionals with household help often struggle to maintain variety and nutrition in their daily meals. They lack the time, structure, and motivation to plan meals that align with their health goals while using available ingredients effectively.

⚡ Key Problems to Solve

Repetitive & Unplanned Meals

Meals depend on whatever ingredients are available, leading to monotony and lack of nutrition balance.

Low Mental Bandwidth for Planning

The user doesn't have time to decide daily what to cook or guide the maid with variety and balanced meals.

Lack of Nutritional Tracking

The user wants to meet daily protein and vitamin goals but has no simple way to track them through home-cooked meals.

Key User Flows

🎯 Objective

> Help the user move from repetitive, unplanned home-cooked meals to a structured, balanced weekly meal plan that's easy to share with the maid and aligned with personal health goals.

🧭 Journey 1: Onboarding & Personalization Flow

Goal: Understand the user's lifestyle, diet, and kitchen setup to personalize recommendations.

Step-by-Step Flow

1️⃣ Welcome & Setup Screen

→ User opens the app and is greeted with a short intro: "Plan your week's meals — smarter, faster, healthier."

→ Prompts user to start setup ("Let's Get Started").

2️⃣ Profile Creation

→ User inputs basic info: gender, age, cooking help (maid or self).

→ Selects dietary goal: High Protein / Balanced / Low Carb / Vegetarian.

→ Chooses meal slots they manage (e.g., maid = lunch/dinner, user = dinner alternate days).

3️⃣ Time Availability Selection

→ User sets approximate cooking times (e.g., 20 min breakfast, 45 min dinner).

→ This helps filter recipes accordingly.

4️⃣ Pantry Scan / Input

→ User adds available ingredients (type or photo-scan).

→ App tags and stores ingredients for use in suggestions.

5️⃣ Personalized Plan Preview

→ App generates a weekly preview based on diet, ingredients, and time.

→ Example: "Here's your protein-balanced week — 70% from pantry items."

Outcome

✅ User feels understood and confident that the app fits their real-life kitchen situation.

✅ A personalized data profile is created for generating smart meal plans.

🍲 Journey 2: Weekly Meal Plan Generation & Customization

Goal: Quickly create a varied and nutritious weekly plan with minimal mental effort.

Step-by-Step Flow

`1` Auto-Generated Plan Display

→ User sees a 7-day grid (Breakfast, Lunch, Dinner).

→ Each tile shows:

- Dish name (e.g., "Paneer Bhurji")
- Time to cook
- Protein count & calories

→ "Quick Filter" bar lets the user toggle between "Maid-prep" and "Self-cook" dishes.

`2` Edit or Swap Meals

→ User taps a meal tile → sees similar replacements ("Swap dal for rajma", "Add grilled chicken").

→ App suggests based on leftover ingredients and diet goals.

`3` Save & Lock Meals

→ User locks meals that should repeat (e.g., "Paneer curry every Mon/Wed").

→ Can rename plans like "Office Week Menu – Week 1".

Outcome

✅ A balanced weekly plan with variety, fitting the user's diet & time.

✅ Minimal daily decision fatigue — just follow or share plan.

🛒 Journey 3: Maid-Friendly Daily View & Smart Shopping List

Goal: Simplify daily execution and reduce communication gaps with the maid.

Step-by-Step Flow

1 **Shareable Daily Summary View**

→ App generates a simple, one-screen view for each day: "Monday Lunch: Moong Dal + Rice + Salad, Dinner: Grilled Chicken + Roti"

→ Uses easy Hindi/English mix labels ("Banane ke liye: Chicken, Dahi, Haldi").

2 **Auto Shopping List Creation**

→ Missing ingredients automatically added to "Need to Buy" list.

→ Grouped by category (Vegetables, Dairy, Spices).

3 **Share or Print**

→ User taps "Share Plan" → exports daily plan and shopping list via WhatsApp or prints it.

→ Maid receives clear instructions, no confusion.

Outcome

✅ Meals are executed smoothly, less repetitive.

✅ User feels in control without micromanaging.

💪 Journey 4: Nutrition Tracking & Continuous Improvement

Goal: Help users meet nutritional goals and refine future plans automatically.

Step-by-Step Flow

1 Meal Logging & Tracking

→ Meals cooked are logged automatically (user confirms completion).

→ App tracks nutrients — e.g., "You reached 92g protein today."

2 Feedback Prompt

→ Quick post-meal prompt: "Too oily? Too bland? Mark it."

→ Feedback used to adjust future suggestions.

3 Insights Dashboard

→ Weekly summary:

- Protein Goal % met
- Variety Score (how often meals repeat)
- Ingredients used vs wasted

4 Smart Adjustments

→ Based on data, app recommends: "Next week: add 2 new chicken recipes for variety."

Outcome

✅ User sees tangible progress toward nutrition goals.

✅ System learns preferences and evolves each week.

Complete User Flow Diagram

Onboarding & Setup

↓

Input Diet + Time + Pantry

↓

Weekly Plan Generated

↓

Customize or Swap Meals

↓

Share Daily View with Maid

↓

Auto Shopping List Created

↓

Track Nutrition + Get Insights

↓
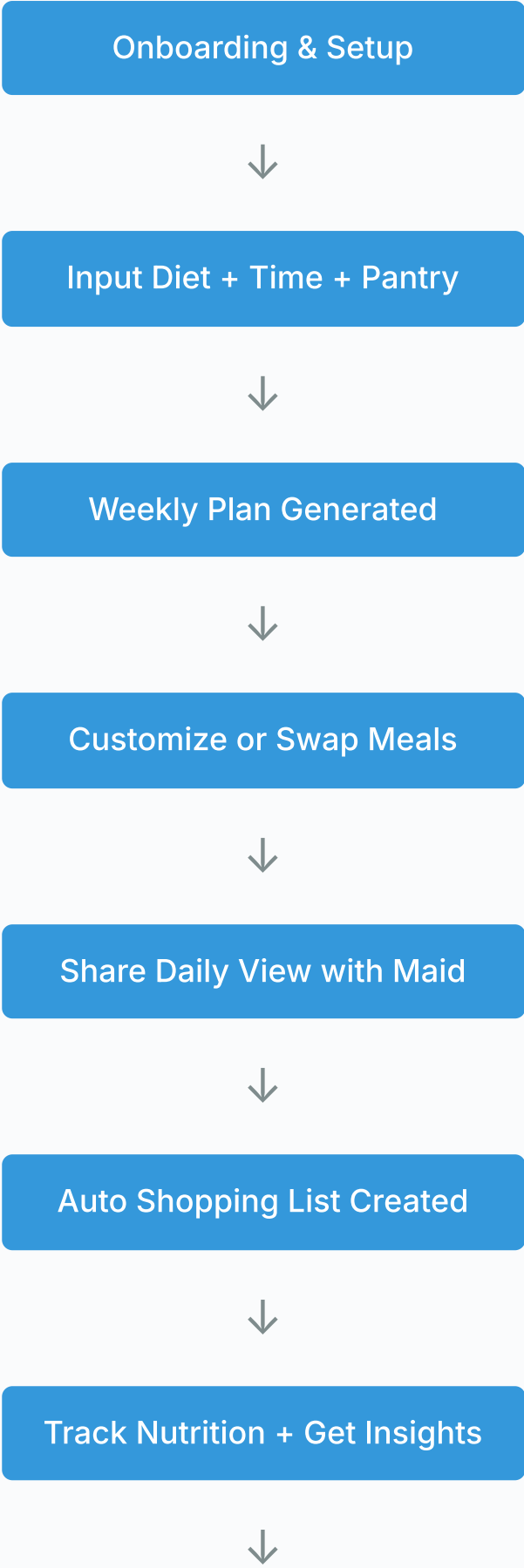
Appendix: App Design Mockups

Visual representation of key app screens and user interface
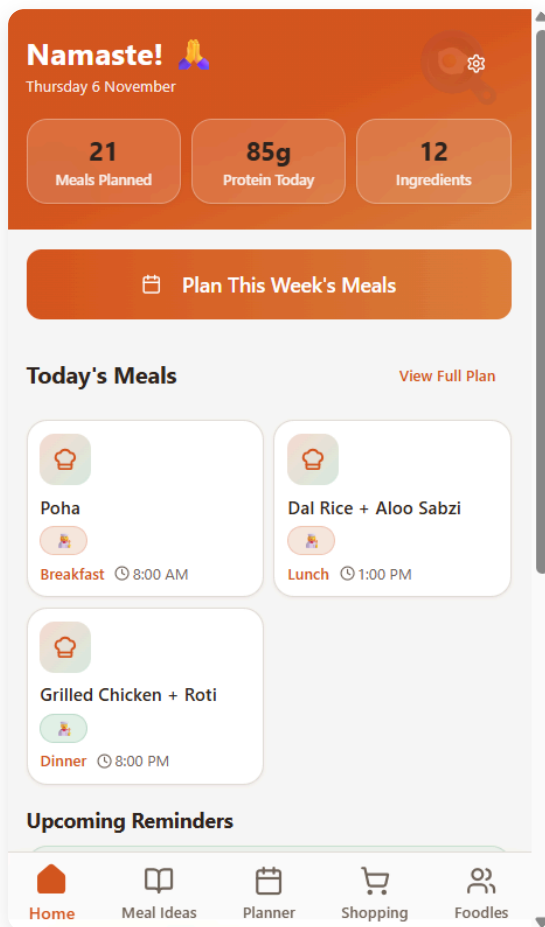
Onboarding Flow

Weekly Plan View

This Week's Plan
Jan 15 - Jan 21, 2024

👆 **Tap any meal to edit or swap**
Empty slots? Tap + to add from your meal library

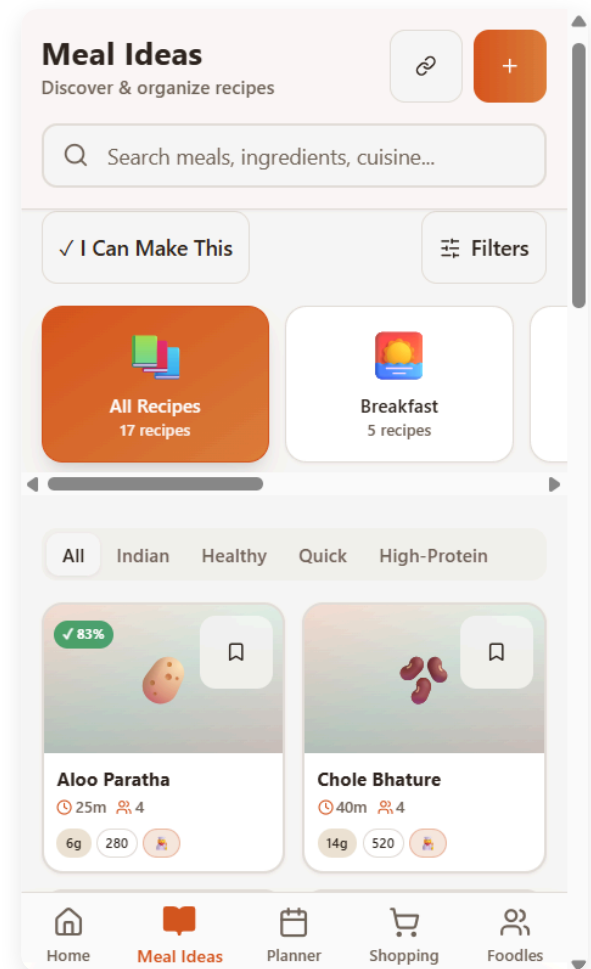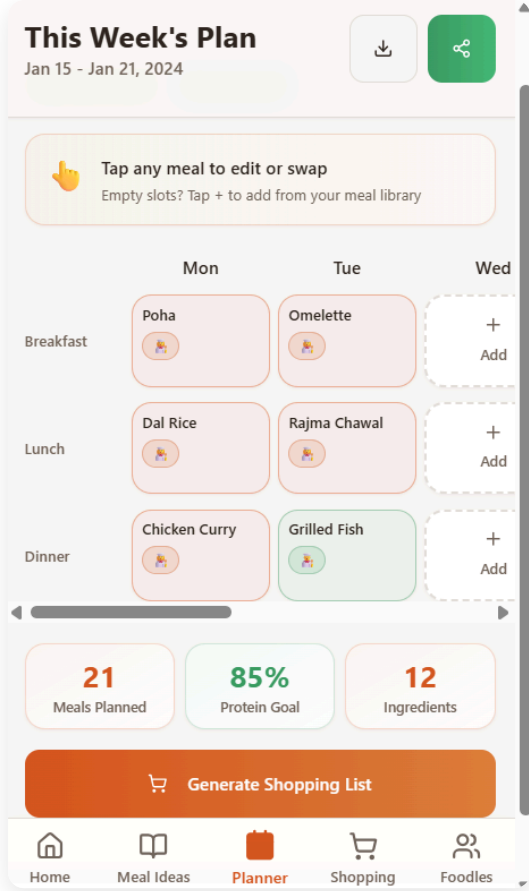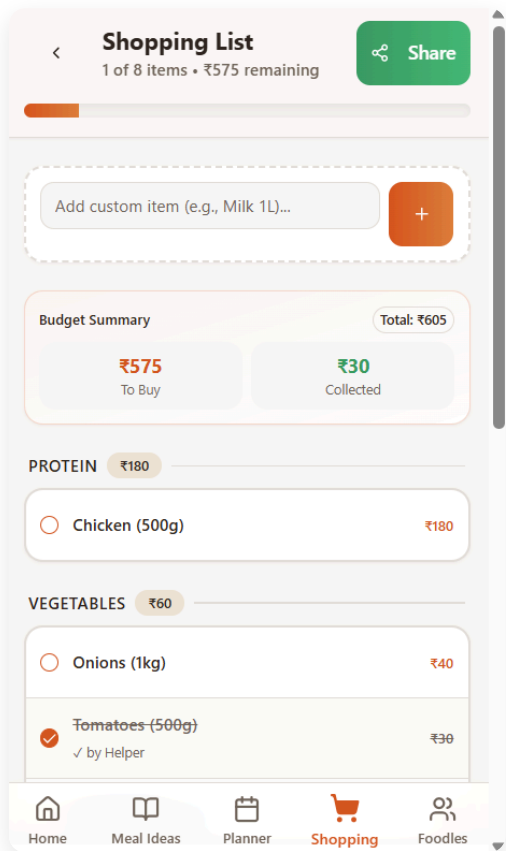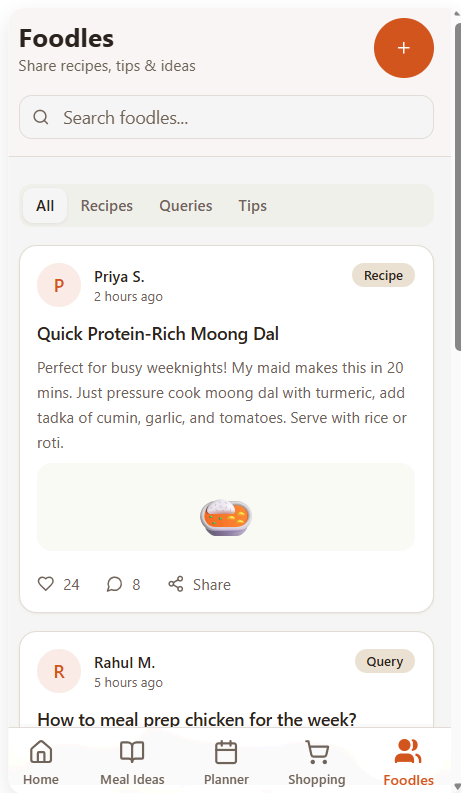|	Mon	Tue	Wed
Breakfast	Poha 🍲	Omelette 🍳	+ Add
Lunch	Dal Rice 🍛	Rajma Chawal 🍛	+ Add
Dinner	Chicken Curry 🍗	Grilled Fish 🐟	+ Add

21	**85%**	**12**
Meals Planned	Protein Goal	Ingredients

🛒 **Generate Shopping List**

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Daily Meal View

Nutrition Dashboard
This week's progress

Today's Goals

Protein — 85 / 100 g
15% to go

Calories — 1850 / 2000 kcal
8% to go

Carbs — 220 / 250 g
12% to go

Fat — 55 / 65 g
15% to go

Weekly Protein Trend

Nutrition Tracking

Shopping List
1 of 8 items • ₹575 remaining

🔗 **Share**

Add custom item (e.g., Milk 1L)... +

Budget Summary — Total: ₹605

₹575	₹30
To Buy	Collected

PROTEIN ₹180
○ Chicken (500g) — ₹180

VEGETABLES ₹60
○ Onions (1kg) — ₹40
✓ ~~Tomatoes (500g)~~ — ₹30
   ✓ by Helper

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Shopping List

Foodles
Share recipes, tips & ideas   +

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P Priya S. — 2 hours ago   [Recipe]

Quick Protein-Rich Moong Dal
Perfect for busy weeknights! My maid makes this in 20 mins. Just pressure cook moong dal with turmeric, add tadka of cumin, garlic, and tomatoes. Serve with rice or roti.

♡ 24   💬 8   🔗 Share

R Rahul M. — 5 hours ago   [Query]

How to meal prep chicken for the week?

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Recipe Details