

Meal Planning App

Target Audience

Profile

Young urban professional in Tier-1 city who is health-conscious but time-constrained. Relies on household maid for daily meals but finds food repetitive and lacking nutritional variety.

Lifestyle Snapshot

- Works long hours with limited energy for meal planning
- Maid cooks twice daily but meals are repetitive
- Maintains fitness goals (100g protein/day)
- Limited mental bandwidth for daily coordination

Key Problems

Repetitive & Unplanned Meals

Meals depend on available ingredients, leading to monotony and nutrition imbalance.

Low Mental Bandwidth

No time to decide daily meals or guide maid with variety and balanced options.

Lack of Nutritional Tracking

Wants to meet daily protein and vitamin goals but no simple tracking method.

Desired State

Structured weekly meal plans that are nutritionally balanced, varied, and easy to execute with household help. Users have **clear guidance for their maid** , **automated shopping lists** , and **progress tracking** toward health goals.



Weekly Plans



Auto Shopping



Progress Tracking

Key User Flows & Objectives

Primary 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

Understanding user lifestyle, diet, and kitchen setup to personalize recommendations

1

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")

2

Profile Creation

- Basic info: gender, age, cooking help
- Dietary goal selection
- Meal slot management preferences

Options: High Protein / Balanced / Low Carb / Vegetarian

3

Time Availability Selection

User sets approximate cooking times to filter recipes accordingly

20 min
Breakfast

45 min
Dinner

4

Pantry Scan / Input

User adds available ingredients through typing or photo-scan functionality

App tags and stores ingredients for use in meal suggestions

5

Personalized Plan Preview

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

"Here's your protein-balanced week — 70% from pantry items"




✓ User feels understood and confident

✓ Personalized data profile created



Journey 2: Weekly Meal Plan Generation & Customization

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




1 Auto-Generated Plan Display

-  7-day grid layout (Breakfast, Lunch, Dinner)
-  Each tile shows dish name, cooking time, protein & calories
-  Quick filter bar: "Maid-prep" vs "Self-cook" dishes

2 Edit or Swap Meals

-  Tap meal tile to see similar replacements
 -  Smart suggestions: "Swap dal for rajma", "Add grilled chicken"
- Based on leftover ingredients and diet goals

3 Save & Lock Meals

-  Lock meals that should repeat weekly
-  Rename plans: "Office Week Menu - Week 1"
-  Save personalized meal combinations

Outcome & Benefits



A balanced weekly plan with variety, fitting user's diet & time constraints



Minimal daily decision fatigue — just follow or share the plan

Journey 3: Maid-Friendly Daily View

Smart Shopping List & Seamless Communication

1 Shareable Daily Summary

Simple one-screen view for each day with Hindi/English mix labels

Monday Plan

Lunch: Moong Dal + Rice + Salad

Dinner: Grilled Chicken + Roti

Banane ke liye: Chicken, Dahi, Haldi

2 Auto Shopping List

Missing ingredients automatically grouped by category

🥬 Vegetables: Onions, Tomatoes

🧀 Dairy: Yogurt, Paneer

🌶️ Spices: Turmeric, Cumin

3 Share or Print

Export daily plan via WhatsApp or print for easy access

📱 Share Plan

🖨️ Print List

✓ Outcome

- Meals executed smoothly with less repetition
- User feels in control without micromanaging
- Clear instructions eliminate confusion

📱 Simplified Communication • Reduced Friction • Better Execution

Journey 4: Nutrition Tracking & Continuous Improvement

 Help users meet nutritional goals and refine future plans automatically

1

Meal Logging & Tracking

Meals cooked are logged automatically with user confirmation. App tracks nutrients and provides real-time progress updates like "You reached 92g protein today."

2

Feedback Prompt

Quick post-meal prompts ask "Too oily? Too bland? Mark it." This feedback is used to adjust future meal suggestions and improve personalization.

3

Insights Dashboard

Weekly summary shows Protein Goal % met, Variety Score (meal repetition frequency), and Ingredients used vs wasted for comprehensive nutrition insights.

4

Smart Adjustments

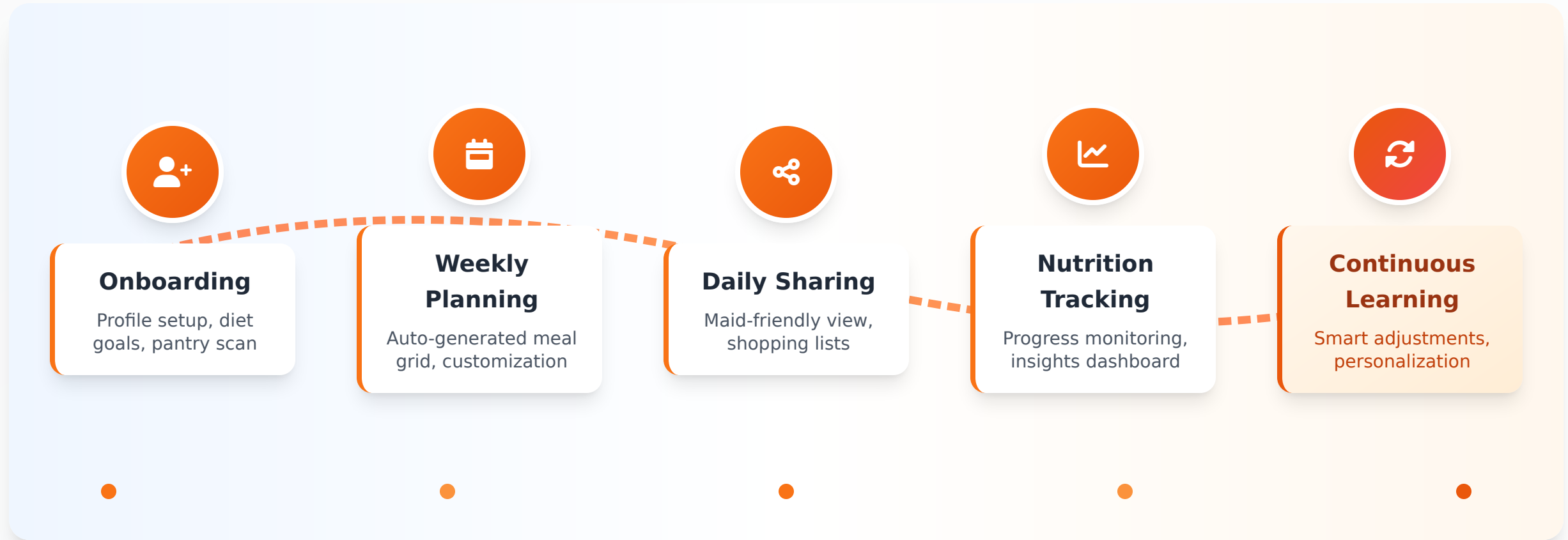
Based on collected data, app recommends improvements: "Next week: add 2 new chicken recipes for variety" to enhance meal planning effectiveness.

Journey Outcomes

- User sees tangible progress toward nutrition goals

- System learns preferences and evolves each week

Complete User Flow Diagram

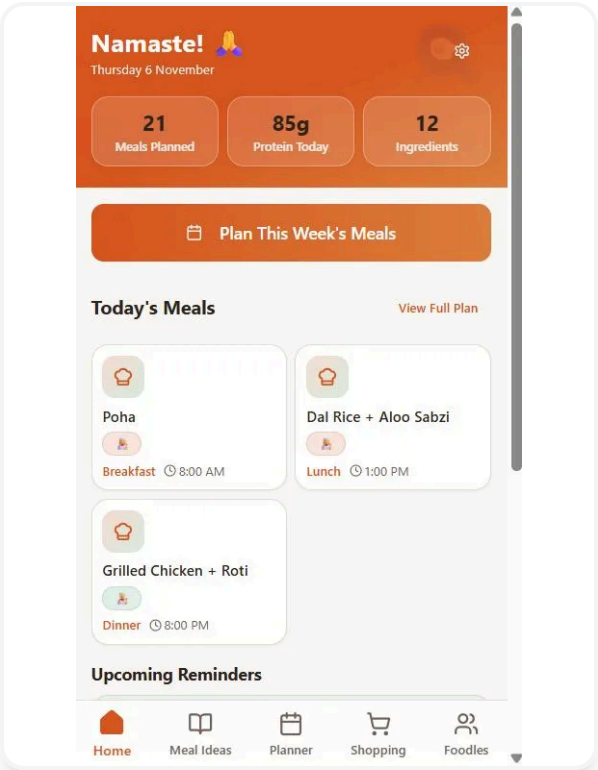


🏆 Journey Outcome

Transform repetitive meals into personalized, nutritious weekly meal plans

App Prototype

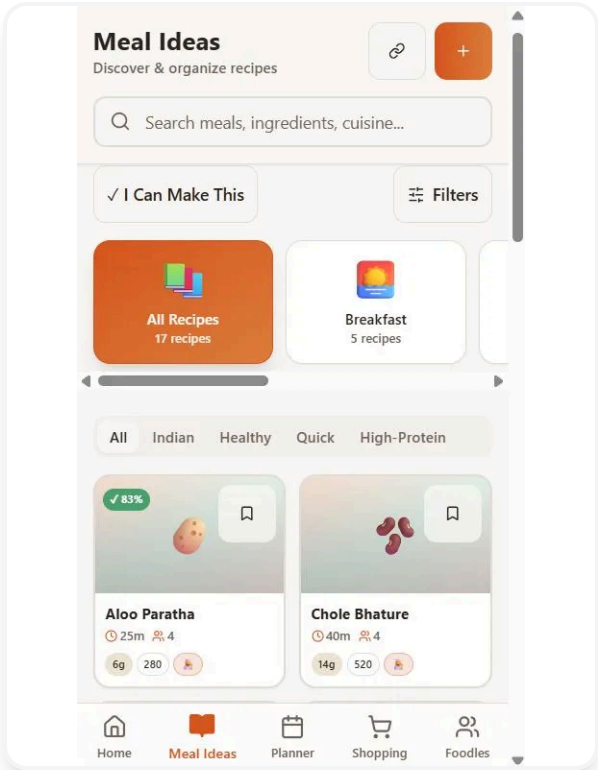
Core User Interfaces



Daily Meal View

Personalized daily meal planning with calorie tracking, protein goals, and meal scheduling for seamless execution

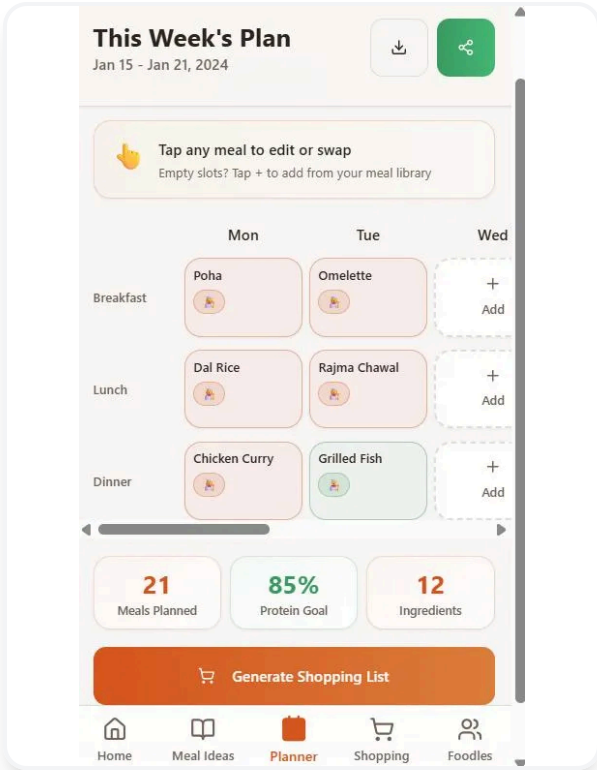
Daily Planning



Meal Ideas Discovery

Recipe search and discovery with detailed nutritional information and cooking time estimates for informed meal choices

Recipe Discovery



Weekly Plan Overview

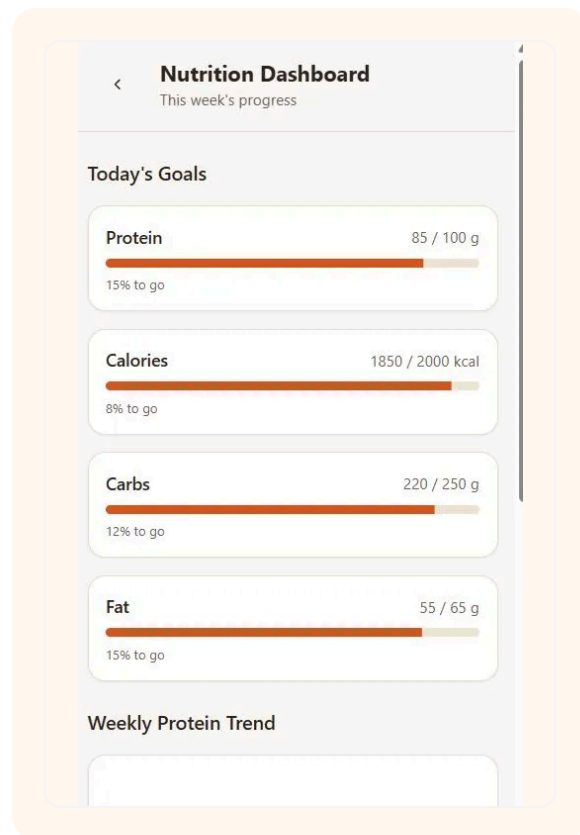
Comprehensive weekly meal planning with protein goal tracking, ingredient management, and shopping list generation

Weekly Planning

Interactive Prototype Ready for Testing

Advanced Features

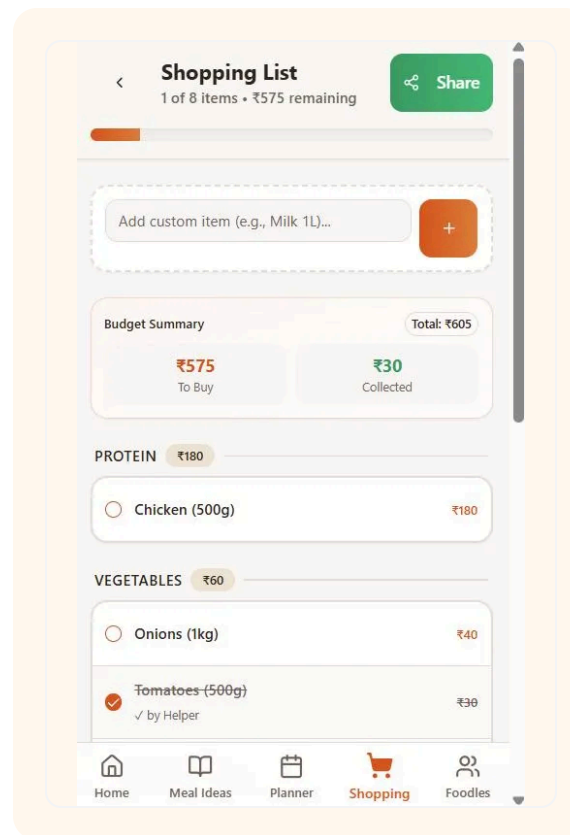
Nutrition Tracking, Shopping & Community



Nutrition Dashboard

Comprehensive weekly progress tracking with detailed nutritional metrics and goal achievement indicators

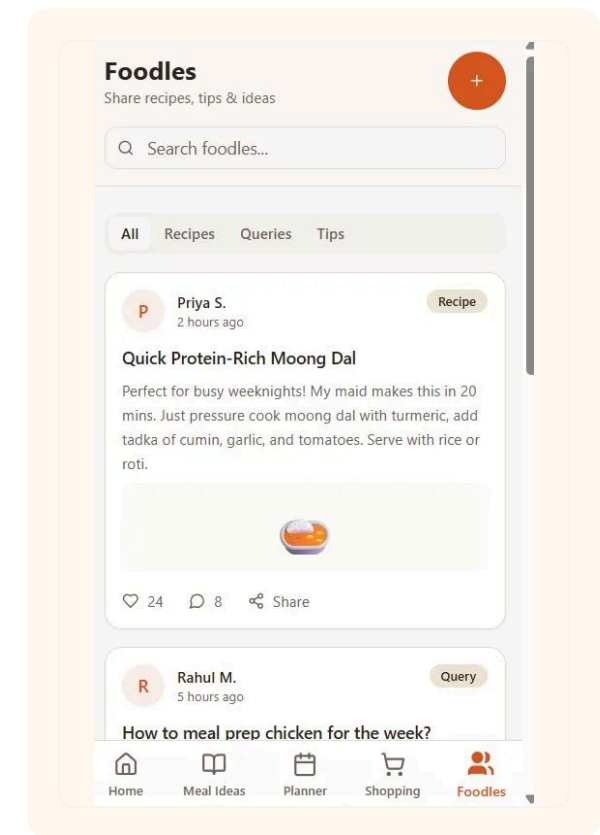
 **Progress Tracking**



Smart Shopping List

Automated shopping list generation with budget tracking and seamless helper coordination

 **Budget Management**



Community Platform

Recipe sharing and community interaction platform for discovering new meal ideas and tips

 **Recipe Sharing**

 **Complete User Experience Ecosystem**