

# appetAIwan

(APPETITE + AI + TAIWAN)

GROUP 3



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SOFTWARE ENGINEERING MIDTERM  
INSTRUCTOR: MIN YUH DAY

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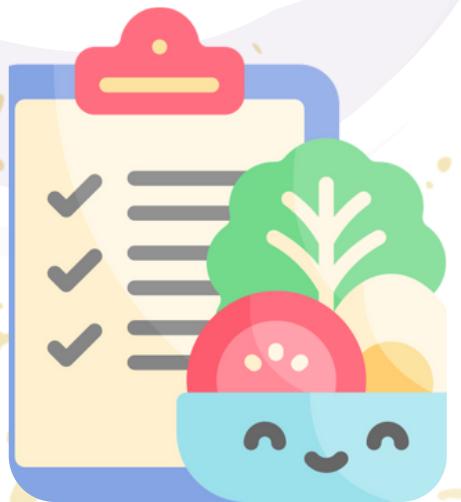
# Product Background and User Scenarios

We explain the motivation behind our system and illustrate how different users interact with it.



**Chieh-Yu TIEN (Jenny)**  
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# Product Background



## Hard to Eat Right When Eating Out

- People care more about **healthy eating** and want to control **calories, protein, and sodium**.
- But **eating out lacks clear nutrition info**, making it hard to track intake.
- This drives demand for simple, nutrition-aware home recipes.



## Recipes Lack Personalization

- Most platforms just show how to cook.
- They don't filter based on **health needs** like hypertension or nutrition goals.
- Users have to search and calculate nutrients on their own.



Mary

Age:55

Identity:

Housewife

## Background

- Suffers from **hypertension**
- Primarily **cooks meals at home**
- **Not good with tech**, but knows how to **use Line**.

## Objective

Hopes to improve health through diet and home cooking, and prefers **not to rely on medication** for control.

## Challenges

- Doesn't know how to read **nutrition labels**.
- Afraid tech is too hard to use.

## Scenario

When filling in her personal information, she selects the hypertension category. The system automatically filters suitable recipes for her, making it easy to understand and clear when choosing what to eat.

## User Story

As a hypertension patient who isn't good with technology and often feels confused about how to cook healthily, I hope to have a simple tool that tells me what I can eat, so I can confidently manage my diet.



Ben

Age: 30

Identity: Office worker

## Background

- Wants to **lose weight** due to obesity
- Plans to control diet by cooking at home
- Has **limited knowledge** about **nutrients** required for weight loss

## Objective

- Find simple, weight-loss-friendly recipes
- Quickly decide what to cook after work
- Build healthy habits and steadily lose weight

## Challenges

- Lacks knowledge to choose the right foods
- Too busy to study calories and nutrients
- Overwhelmed by too many or unclear recipe options

## Scenario

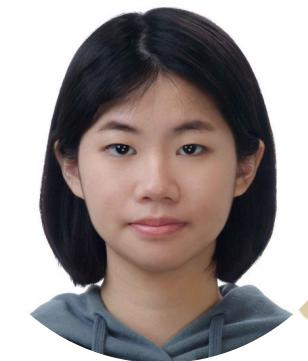
After work, he opens the LINE Bot and selects "Weight Loss." Based on his personal information, the system calculates and recommends suitable recipes with cooking steps and nutritional information, helping him prepare meals quickly and stay on track with his dietary goals.

## User Story

As a busy office worker trying to lose weight, I **want quick recipe suggestions** that fit my needs, so I can eat healthy without extra effort.

# STP Analysis and 4P Analysis

This section shows how we apply STP and 4P to better understand our target users and position our product.



**Jia-Ci WEN (Janet)**  
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# STP ANALYSIS

## Segmentation

**Body Condition:** Normal weight / Overweight / Obese

**Medical History:** No condition / Hypertension / Diabetes

**Health Goals:** Maintain weight / Weight loss / Manage blood pressure

**Physical Activity Level:** Sedentary / Light / Moderate / Active / Very Active

**Technology Usage Habits:** LINE user / Health app user

**Cooking Habits:** Regular home cook / Occasional cook / Does not cook

## Targeting

Regardless of gender and age, who are **overweight or obese**, have **health goals** like **weight loss** or **blood pressure control**, and **cook at home** regularly or occasionally.

They are **LINE users** seeking simple, personalized dietary advice to improve their health.

## Positioning

"Your personal smart meal assistant on LINE – tailored to your body, habits, and goals."

# 4P ANALYSIS

## PRODUCT

- MVP Version**
  - ◆ Recommend one suitable recipe
    - ◆ Show nutrition info(protein, fat, carlories)

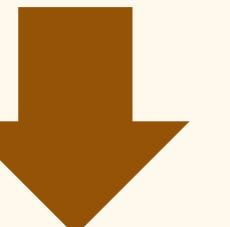
- Full Version**
  - ◆ Daily surprise picks
  - ◆ Smart recommendation (by goals, usage, weather, time)

## PRICE

**Short-term**  
Free basic features for all users

**Long-term**  
Free basic features &  
**feature-based unlock model**

## PLACE

**LINE Bot**  


**Optional access via Website**

## PROMOTION

**Social media**  
(LINE, Instagram, Facebook)

**Collaborative promotion**  
KOL & nutritionist

**Offline promotion**  
(QR codes in clinics, gyms, markets)

# SWOT Analysis and Business Model

We analyze our product's strengths, weaknesses, opportunities, and threats, and explain how these factors shape our business model.



**Hsin-Ting LU (Bob)**  
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## Strengths

- **AI Tools**

Application of advanced technologies such as LLM and RAG.

- **Line**

Leverages LINE, a widely-used and familiar platform

## Weaknesses

- Users may doubt or hesitate to trust AI recommendations

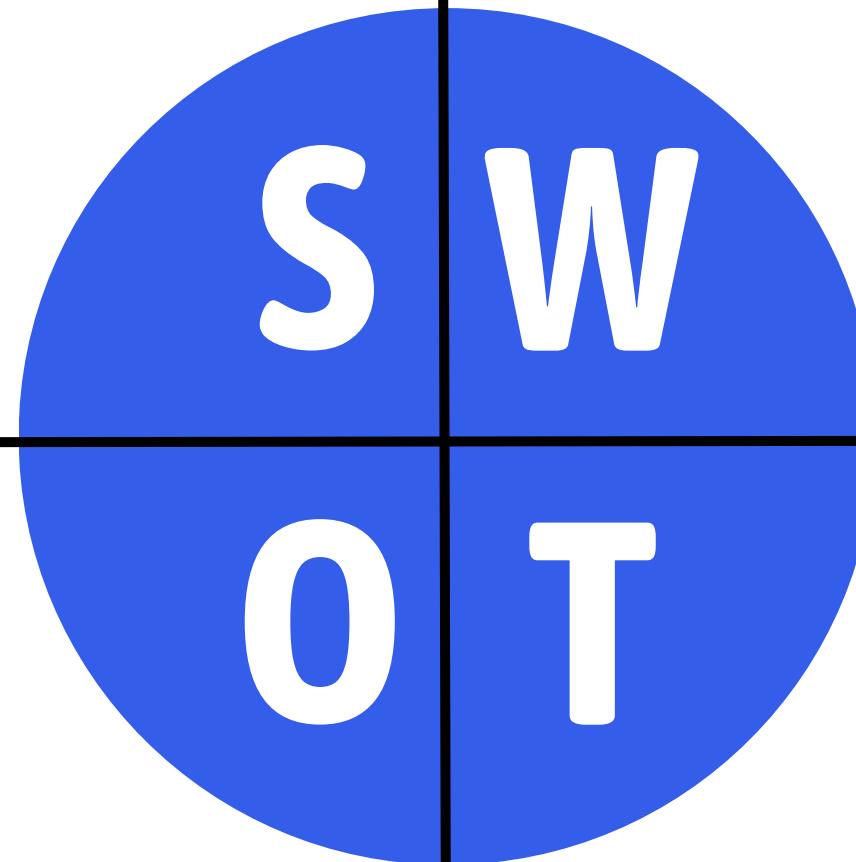
## Opportunities

- Healthy Eating Market Growth

- Opportunities for cross-industry partnerships

## Threats

- Established competitors in the health and nutrition space
- Competitors are easily to replicate



## Key Partners

- Marketing partners
- Restaurant

## Key Activities

- Expand the food database
- User analysis
- Continue developing system features
- Enhance user experience flow

## Key Resources

- Food Database
- User Database
- Platform Tools
- Research and Development Team

## Value Proposition

- Provide AI-powered meal recommendations based on users' health conditions and goals
- No need to download an app, easy and instant access
- Support various use cases such as chronic disease management, weight loss, and nutrition tracking
- Users receive personalized recipes and dietary suggestions via LINE conversations

## Customer Relationship

- LINE push notifications for regular follow-up
- AI chatbot for meal Q&A

## Channels

- Social Media(Line Chatbot)
- Health-related Community

## Customer Segments

- Health-focused adults who are overweight, obese, or managing chronic conditions
- LINE users who cook at home regularly or occasionally
- Individuals seeking personalized dietary advice for weight control, blood pressure management, or healthy living

## Cost Structure

- AI model hosting and API integration fees
- LINE Official Account and push message limits
- System development and maintenance
- Data update and maintenance
- Ads

## Revenue Streams

- Advertising
- Partner Income
- Premium features

# Q&A

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