NutriMate – AI-Powered Nutrition Companion for Students

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Part 1: Market Research & Opportunity Validation

Chosen Sector: Health & Wellness – Student Nutrition

Problem Statement:
College students living in hostels or PGs often suffer from poor nutrition due to irregular schedules, lack of awareness, and limited personalized meal planning. This leads to issues like fatigue, poor academic performance, and long-term health risks.

AI Tools Used

- **ChatGPT** (chat.openai.com)

- **Perplexity AI** (www.perplexity.ai)

Key AI Prompts & Outputs (screenshots attached if required)

- "What are the common nutrition problems faced by Indian hostel students?"

- "Which apps currently help with student health and nutrition?"

- "Create customer personas for a student-focused nutrition assistant."

AI-Generated Customer Personas

1. Riya – 20, BTech Student (Hostel Resident)

- Skips breakfast regularly

- Eats mess food, but finds it repetitive/unhealthy

- Watches fitness content online but doesn't follow a diet plan

- Wants simple reminders & healthy alternatives

2. Arjun – 23, Final-year MBA Student (PG Resident)

- Eats outside food frequently due to late-night study sessions

- Cares about fitness but doesn't track meals

- Would like smart nudges integrated into daily routine

- Open to AI-based help but needs minimal effort

Market Size & Trends (AI Outputs)

- **India's youth population (18–24):** ~140 million

- **Hostel students across India (UG/PG):** 8–10 million

- Rising awareness of **mental and physical wellness** post-COVID

- **Google Trends:** "healthy eating", "student meal plan", "mess food app" increasing in 2023–25

Competitor Analysis

App	Focus	Gaps
MyFitness Pal	Calorie tracking	Not contextual for student lifestyle, no mess integration
Healthify Me	Personalized diet plans via human coaches	Expensive, too general for student-specific needs

Zomato/Swiggy Health Tag	Filter healthy food orders	Not focused on daily planning or mess-based eating

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Market Gap Identified

There is **no existing AI tool** that:

- Understands **mess menus**, student routines & budget

- Provides **personalized daily nudges**

- Helps **build sustainable eating habits** using gamification

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Summary of Tools Used

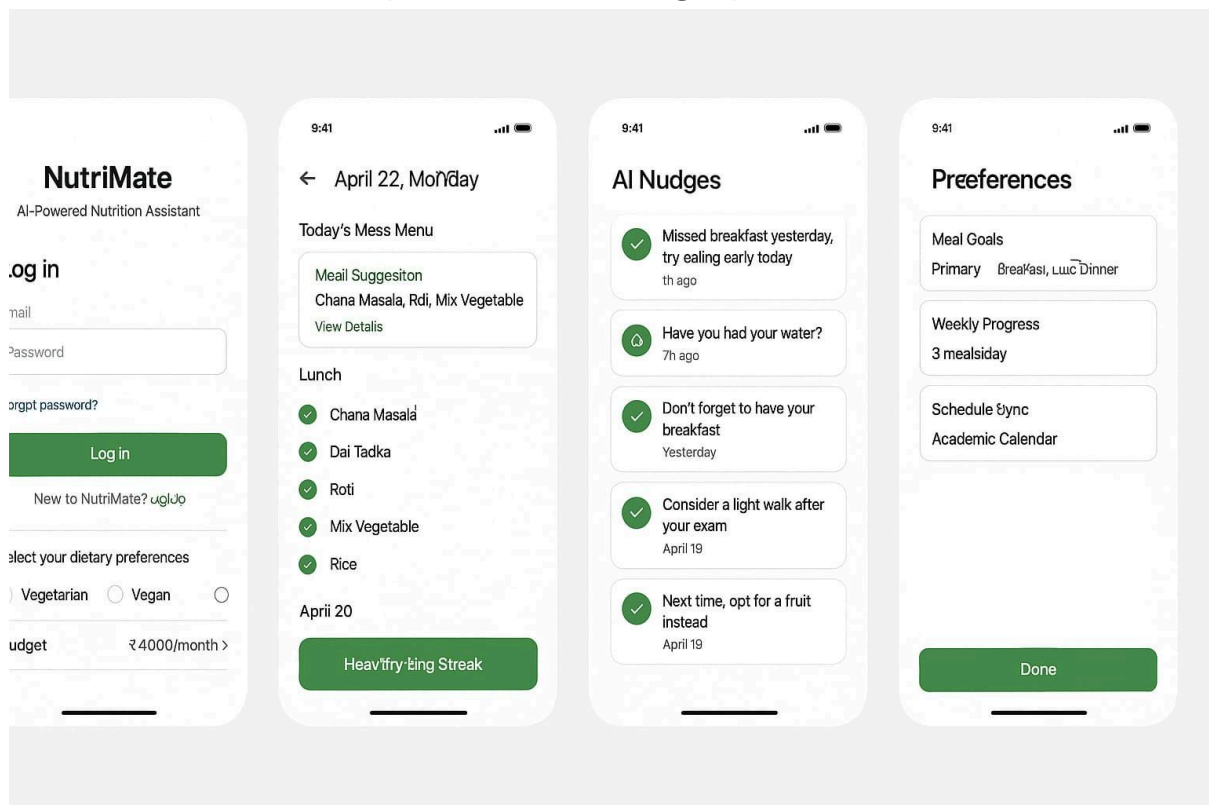|	Use
	Prompt-based research, persona creation, AI nudging logic
	Market data, trends, competition insights

Part 2: MVP Prototyping Using No-Code Tools

Tool Used: Figma

Designed a **visual MVP prototype** showing 5 key screens of *NutriMate*, a student nutrition companion.

Screenshots Provided (see attached images):

1. **Login + Profile Setup**

    - Set dietary preference (Veg/Vegan), input budget

2. **Today's Mess Menu + Suggestions**

- Pulled from daily menu, highlights healthiest combo

3. **AI Nudges Page**

   - Example: "Missed breakfast yesterday, eat early today"

4. **Gamified Progress Page**

   - Tracks healthy meal streaks, shows hostel leaderboard

5. **Preferences Page**

   - Set weekly goals, view sync with academic calendar

Core Functionality of the MVP

- Allows students to log preferences
- Shows mess food + suggests better options
- Sends behavior-based nudges using AI prompts
- Tracks user's progress over time with gamification

How AI Was Used

- **ChatGPT** to generate context-aware reminders
- Designed feedback loops to *learn* from skipped meals, unhealthy patterns
- Future vision: Integrate GPT API + mess scraping for dynamic suggestions

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Problem Solved for Target Audience

- Eliminates decision fatigue: "What should I eat from mess today?"
- Reduces meal skipping via smart nudging
- Helps hostelers develop long-term health habits without high effort
- Builds community motivation via gamified progress