Executive Summary

Introducing the Grub Guru, a nutritional App that allows a user to take a photo of their refrigerator and receive a plethora of healthy dishes that they can eat!

- Goal 1: Help people meet their daily nutritionals needs.
- Goal 2: Help people make healthy meals that comply with their budget.
- Goal 3 Inform people on the type of groceries they should prioritize buying.

❖ Problem Statement

Millions of people, regardless of their financial background, struggle with developing a healthy diet for every day of the week. It is difficult to keep track of your groceries and budget while also making sure to get your daily intake of carbohydrates, proteins, vitamins, fruits and vegetables. It is so much to keep track of that many have a poor diet affecting their everyday lives because their body has needs that are not being met.

❖ Market Analysis

The revenue of diet and nutrition apps as of the end of 2024 was 2.14 billion USD, and is only expected to grow larger by 2030, reaching a predicted amount of 4.56 billion USD by that year. Similarly, meal planning apps as of the end of 2024 had an approximate 2.21 billion USD in revenue, and is expected to reach 5.53 billion USD by 2033.

- This app is a little bit of both, leading you towards making healthier meals with every meal you make, as well as helping you to plan what meals you will have and when, letting it dip into both markets.
- Additionally, it can have a large return on success, as another nutritional and meal planning app, specifically MyFitnessPal, has reached a revenue of approximately 310 million USD as of 2023.
- While this app has had many years of support to reach a 300 million USD revenue, Grub Guru, due to some of its unique features, is sure to achieve a respectable amount of revenue, even if it would not meet the 300 million USD mark.

❖ Product Design

The logo is as seen above. Upon opening the app, the user will be greeted with an animated logo, and an interactive set of options. The look of the app will be simple, but pleasing to look at, and fun to "explore."

❖ Product Function

There will be a plethora of options available right as the app is opened. In the middle is the camera feature, upon pressing the button you will open the camera. There will be many other buttons for assorted features, such as a recipe book that will remember every recipe that has been made from your fridge, a health monitor that tracks the average nutrition of your meals, and a toggleable current-recipe tab.

❖ Monetization Strategy

Although the base effect of the app, taking a picture of the fridge, will be free, other various features, such as the recipe book and the food health monitor, would be part of a paid subscription tier for more helpful features.

❖ Audience Benefits

The Grub Guru provides benefits for the consumers who want healthier lifestyles but struggle with time, planning, or knowledge. Instead of stressing about what to cook, the app does the heavy lifting by analyzing the user's fridge and suggesting the most nutritious meal options. This saves people money by reducing wasted groceries and helps them stay within their budget.

❖ Product Critique

The first problem that the app could face would be the accuracy of the photo recognition technology is important because if the app misidentifies ingredients, it could lead to confusing or unhelpful recipes. Secondly, some users may find it difficult to keep track of nutritional data if the app doesn't integrate the right way with other health trackers.

Contribution: (Product Summary & Problem Statement: Nathalia, Market Analysis & Monetization Strategy: Oliver, Product Design & Product Function: Dakota, Audience Benefits & Product Critique: Nazar)

References

Business Research Insights. (2024). *Meal Planning App Market Size [2033]*. Business Research Insights. Retrieved September 10, 2025, from https://www.businessresearchinsights.com/market-reports/meal-planning-app-market-113013

Diet and Nutrition Apps Statistics and Facts (2025). (2024). Market.us Media. Retrieved September 10, 2025, from https://media.market.us/diet-and-nutrition-apps-statistics/

Grand View Research. (n.d.). *Diet And Nutrition Apps Market Size | Industry Report, 2030*. Grand View Research. Retrieved September 10, 2025, from https://www.grandviewresearch.com/industry-analysis/diet-nutrition-apps-market-report