



NutriFlow: PRD

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PM Epic: [Link to JIRA board.](#)

Status of PRD: Stakeholder Review ▾

Overview

NutriFlow is a smart meal-planning app designed to simplify healthy eating by offering personalized meal suggestions, pantry management, and grocery list creation. Targeted at busy professionals, families, and health-conscious individuals, NutriFlow reduces food waste and saves time by streamlining meal planning, pantry organization, and grocery shopping.

Problem

Busy individuals and families struggle to consistently plan meals, manage pantry inventory, and reduce food waste. This results in:

- Wasted time on meal decisions.
- Expired or unused pantry items.
- Stress during grocery shopping.

NutriFlow addresses these pain points by automating and simplifying these tasks, making healthy eating more accessible and less stressful.

Objectives

1. **Simplify Meal Planning:** Provide personalized meal plans based on user preferences.
2. **Reduce Food Waste:** Help users track pantry items and receive timely reminders for expiring ingredients.
3. **Streamline Grocery Shopping:** Create organized grocery lists derived from meal plans and pantry needs.

Constraints

1. **Time:** Limited time for development, focusing on MVP features only.
2. **Budget:** Resources are constrained, requiring lean feature development.
3. **Engineering Capabilities:** Limited to basic AI and manual pantry tracking for the initial release.

Persona

Amelia – Busy Professional	Needs quick meal solutions and efficient pantry tracking to balance a hectic schedule.
Raj – Family-Focused Parent	Manages family meals and wants to reduce food waste while keeping meal variety.
Emily – Health-Conscious Student	Needs affordable, healthy meal options and better grocery organization.

Use Cases

- Scenario 1: Amelia receives a weekly personalized meal plan and automatically generates a grocery list.
- Scenario 2: Raj uses pantry tracking to get notified about expiring ingredients and finds recipes to use them.
- Scenario 3: Emily plans meals within a tight budget and generates a grocery list for quick shopping.

Features In

- **Basic Personalized Meal Planning**

Description: Suggest meal plans tailored to dietary preferences and restrictions.

Why: Simplifies meal decisions for users and aligns with health goals.

Scope: Basic meal suggestions and recipe display.

Use Case: Users like Amelia and Emily can receive meal suggestions based on their dietary needs.

- **Simple Pantry Management**

Description: Manual entry of pantry items with expiration reminders.

Why: Reduces food waste by helping users track and use ingredients before they expire.

Scope: Add, view, and get notified about expiring pantry items.

Use Case: Raj can track pantry stock and get notified of items about to expire.

- **Grocery List Creation**

Description: Generates a grocery list based on selected meal plans.

Why: Streamlines grocery shopping and minimizes the chance of forgetting items.

Scope: Create and edit grocery lists from meal plans and pantry needs.

Use Case: Amelia generates a weekly grocery list for quick shopping trips.

- **User Profile Setup**

Description: Allows users to set dietary preferences and allergies.

Why: Personalizes meal suggestions to match user needs.

Scope: Simple setup of preferences like diet type, allergies, and food dislikes.

Use Case: Emily sets her profile to get vegan and budget-friendly meal suggestions.

Features Out

- **Advanced AI Meal Planning**

Reason: It requires complex algorithms and additional data; it is planned for future iterations.

- **Barcode Scanning for Pantry**

Reason: Engineering constraints; manual entry is sufficient for MVP.

- **Grocery Store Integrations**

Reason: Integration with external APIs is out of scope for the initial release.

Design –

Wireframes & Flowcharts: Link to wireframes and flowcharts showcasing user journeys, meal planning screens, pantry management, and grocery list creation.

Figma Link:

<https://www.figma.com/design/1FmvMOivEhXXo49vdBrBk6/Nutriflow?node-id=1-6&t=vykaTQtJRoclulM2-1>

Prototype link -

<https://www.figma.com/proto/1FmvMOivEhXXo49vdBrBk6/Nutriflow?node-id=1-6&t=vykaTQtJRoclulM2-1>

Technical Considerations –

Approach: Basic front-end and back-end setup with manual input capabilities and simple notification logic for pantry tracking.

Success Metrics

1. **User Adoption:** Goal: 1,000 active users within 1 year.
2. **Meal Plan Engagement:** Goal: 70% of users engage with meal plans weekly.
3. **Reduction in Food Waste:** Goal: 50% of users report a reduction in expired pantry items.
4. **Grocery List Usage:** Goal: 60% of users generate a grocery list at least once a week.

GTM Approach

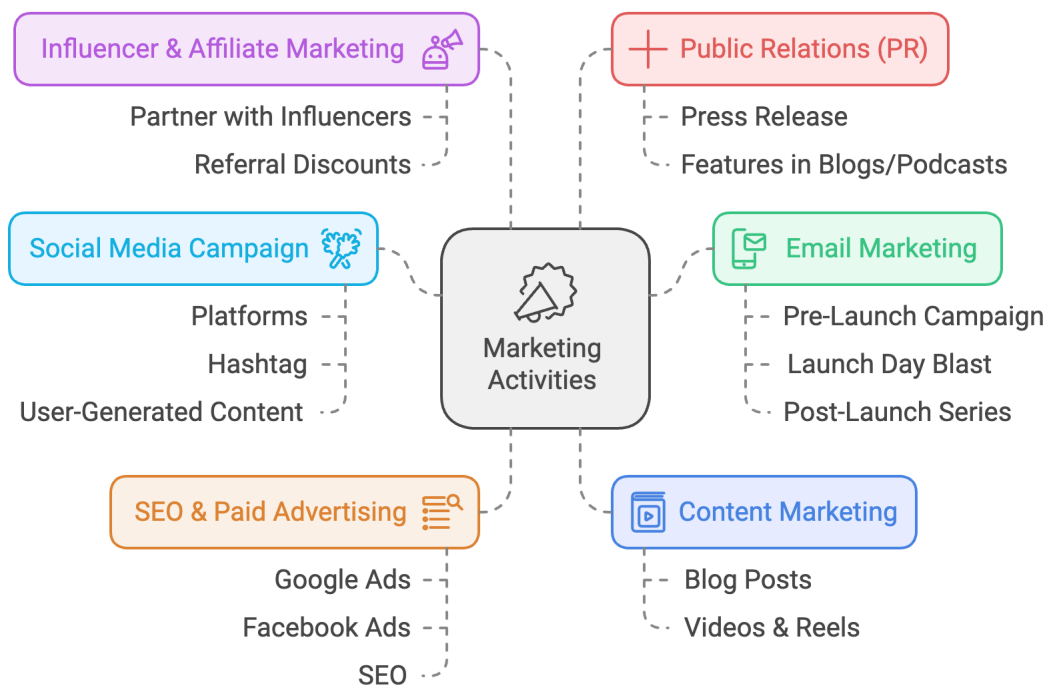
Go-To-Market (GTM) Approach for NutriFlow that includes **product messaging** and the **launch plan** with marketing and sales strategies.

Core Message: “NutriFlow is the smart companion for busy individuals and families, making healthy eating effortless by combining personalized meal planning, smart pantry management, and seamless grocery list creation.”

Audience-Specific Messaging

1. **Busy Professionals:** “Take the guesswork out of healthy eating. Plan meals and manage groceries effortlessly, even with a packed schedule.”
2. **Parents:** “Plan family meals, reduce waste, and ensure your pantry is always stocked for stress-free cooking.”
3. **Health Enthusiasts:** “Stick to your dietary goals with meal plans tailored to your preferences and track your nutrition with ease.”

Marketing Activities:



Launch Strategy

The launch will focus on **digital marketing**, **content creation**, and **community engagement** to create awareness and drive early adoption.

1. Soft Launch (Beta Release)

- **Target:** A select group of early adopters (e.g., busy professionals, parents, students).
- **Channels:**
 - Invite-only beta signup through social media, email lists, and referral programs.
 - Feedback collection via surveys and in-app prompts to refine the MVP before the full launch.

2. Full Launch

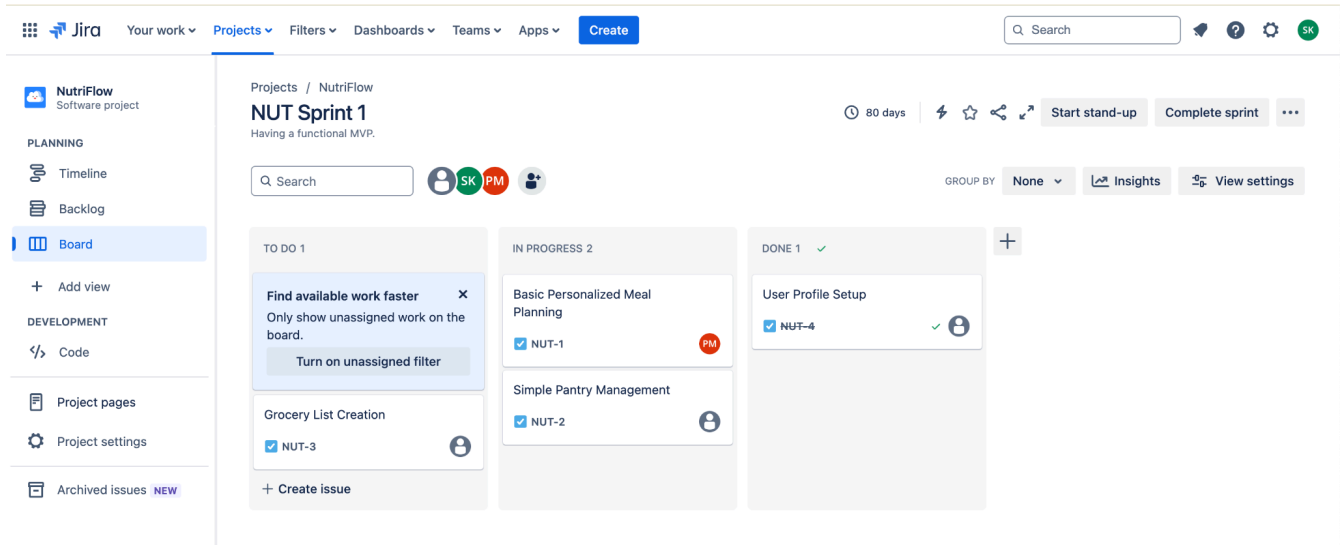
- **Date:** [TBD]
- **Target Audience:** General public, with a focus on busy professionals, families, and health-conscious individuals.

Open Issues

Issue	Plan to Address
User Adoption and Engagement	Beta launch, onboarding tutorials, push notifications
Data Entry Burden	Simplify manual entry, plan for barcode/receipt scanning
Personalization Quality	User feedback loop, refine algorithms
Food Waste Reduction Tracking	Dashboard and reports, regular pantry reminders
Competition and Market Differentiation	Emphasize unique features like food waste reduction
Technical Limitations	Scalable cloud infrastructure, performance testing
Monetization Strategy	Freemium model, partnerships with grocery services
Data Privacy and Security	Encryption, transparent privacy policies
Marketing Reach and Awareness	Social media, influencer marketing, referral incentives

Feature Timeline and Phasing

Phase	Activities	Status	Dates
Phase 1: Planning	- Finalize PRD- Design user flows and wireframes- Conduct stakeholder review	In Review ▾	Oct 21, 2024
Phase 2: Design	- Create high-fidelity designs in Figma- Develop interactive prototype- Design review and feedback iterations	In Review ▾	Nov 21, 2024
Phase 3: Development	- Develop core features: - Personalized Meal Planning - Pantry Management - Grocery List Creation- Backend and frontend development- Unit testing	In Devel... ▾	Jan 31, 2025
Phase 4: Testing	- QA testing (functional, usability, and performance)- Beta testing with early adopters- Collect feedback and iterate	Backlog ▾	Feb 28, 2025
Phase 5: Launch Prep	- Create marketing materials (content, social media, email campaigns)- Develop onboarding tutorials- Final pre-launch testing	Backlog ▾	TBD
Phase 6: MVP Launch	- Official launch to the public- Execute Go-To-Market strategy- Monitor user adoption and feedback	Backlog ▾	TBD
Phase 7: Post-Launch	- Collect and analyze user data- Fix bugs and minor issues- Plan for next feature release	Backlog ▾	TBD



JIRA Board Link - <https://prasunmu.atlassian.net/jira/software/projects/NUT/boards/3>

Conclusion

The NutriFlow MVP focuses on solving critical user pain points related to meal planning, pantry management, and grocery shopping. By prioritizing these core features, we ensure that NutriFlow delivers immediate value to busy professionals, families, and health-conscious individuals.

Our clear objectives, identified constraints, and strategic Go-To-Market approach position NutriFlow for a successful launch. Moving forward, we will continue to gather user feedback, measure success through defined metrics, and refine the product for future iterations.

This PRD serves as a living document to guide development, marketing, and launch efforts. We look forward to bringing NutriFlow to life and making healthy eating effortless for our users.

Version Table to the PRD

Version	Date	Author	Changes updates
1.1	7th Dec, 2024	Saket	Updated the feature timelines
1.2	9th Dec, 2024	Prasun	Updated the Marketing Strategy
1.3	9th Dec, 2024	Prabhuddha	Updated the Product Design links