Personal Nutritionist

1/ What is

1.1/ Core functionality

- Application that help people to plan their week meal that have target nutritional value based on that person:
    + Health goal (Target weight, healthier skin, etc)
    + Restriction (Less fat, No peanut, etc)
    + Current health (Age, weight, etc)
    + Cook Time ((0.5h morning, 1 hour lunch, 2 hours dinner), etc)
    + Budget per week (100$/week will get more expensive food than 50$)
    + Personal preference (Base on meal they likes, cooked (Discuss in later section (1.3))
    + Past plans (To avoid repeated meals). There will be an option to try a new meal or stick to old meals for familiarity.
- This will be done by an algorithm (Search, ML, etc).
- Users are also able to create meal plans online and share.
- Has an algorithm to rate the plan of the users.
- **This can be expanded later for a family plan**. This might be a very important functionality.

1.2/ Nutritionist system

- Can have a **premium package** that connects you to a nutritionist in the system.
- Nutritionists sign up through a contract system that pays based on how well you do each order. Hiring system for nutritionists needs to be considered more due to some issue with nutritionist skill level. Probably the rating system for randomly choosen or chosen carefully.
- **Order is a functionality for premium users** to get a nutritionist to look at his meal plan + current + target health to give advice or suggest/change/mark the meal that is not suitable for that user. The nutritionist can even suggest a new plan.
- **Data of the user** is processed to provide to the nutritionist in a **simple to read/ interact plan.** This will allow nutritionists to provide plans for users in a fast manner which reduces the cost for nutritionist + price for the user.

1.3/ Cookbook social network

- Have a database of food that can be retrieved from several sources online/ employ professional cooks.
- User is able to:
- Create recipes:
    + Food source and amount (Specify specifically what ingredients + amount from ingredient list)
    + Cook time (Have timer to replicate easily) (Range is ok, have check reminder start of the range).
    + Images/videos of each step (optional).
    + Have nutritional value calculated from the ingredient + cooking method (Might need to think about it later). It also has divide by portion functionality.
- Create own library of recipes, either created himself or imported from others + with own tweaks
- Cook recipes and upload to profiles.
- Social network feature: Share (Trials) + Comment + Tweaks + Likes + Follow
- This will allow users to interact + increase the database of meal (Can choose the most rated to be the core recipes of that meal.
- Can have share functionality with facebook -> Marketing
- One core functionality is to search for meals with what we have in the pantry to minimize things to buy.

1.4/ Shopping cart

- Users can put the ingredient from a plan or a meal to the shopping cart. The application will export it into an pdf or a checklist on their phone.
- What if they could not find the specific ingredient -> On the fly change in plan / replacement for that ingredient (MUST be simple to use on the fly, e.g. replacement suggestion)
- Expand by connection with delivering company to deliver it to house

2/ Why/ Why now

2.1/ Why

- This is all assumption with no market research beforehand *

- Personal nutritionist hiring is very expensive and most households/ people do not have a personal nutritionist. We need to create a way that people can have good meals while maintaining the budget, time constraint, and health condition.
- Nutritionist is a very low paid job (except for celebrity nutritionist). This application can provide side job/ income for nutritionists in the market while maintaining low price for the user.
- In Vietnamese cooking groups on facebook (or any cooking group) people have the urge to share cooked food online. People also ask for recipes in the comment -> If we can provide a way to create recipes simple, easy to read and easy to share, it will hit the right spot for the market.

2.2/ Why now

- COVID 19 forces people to stay home -> demand for home cooks increase, even after the virus since people are used to homecook now. This is the gold opportunity to create an application like this.
- People are losing their job with a minimum budget to spend. Being able to plan ahead for a meal plan that maintains budget spending is crucial in this hard time.

3/ How to

3.1/ Roadmap

- Covid-19 is on the rise now so it would be best if we can release this application in a timely manner which catches the trend while reducing competition.
- Expected release day to be 3 month.
    + April: Rapid prototyping
    + May: Test + Refining
    + June: Release beta testing + marketing strategy
    + July: Initial release date.

3.2/ Framework

- Prototype backend on python. We prioritize the backend to work well first.
- Frontend on both mobile and web. Web will use **Reactjs.** Mobile will use **Flutter.** Technology can be change later to adapt.

3.3/ Marketing

- Need to discuss how to reach the market

- Ideas can be marketing through food youtuber, cooking facebook group, share/ reward system like Paypal did in the early day

3.4/ Nutritionist system

- Need to discuss