FOOD PLANNER

LINDSAY BOYLAN & BRENT ROBERTSON

USER RESEARCH

RESEARCH GOALS:

- What are their nutrition goals?
- Do people struggle meeting their nutrition goals?
- Do people struggle coming up with new recipes that reflect these goals?
- How do people organize their grocery list/approach?

HYPOTHESES:

- Shoppers have a pre-set budget, but often get off course.
- Shoppers aimlessly wander the store searching by meal ingredients.
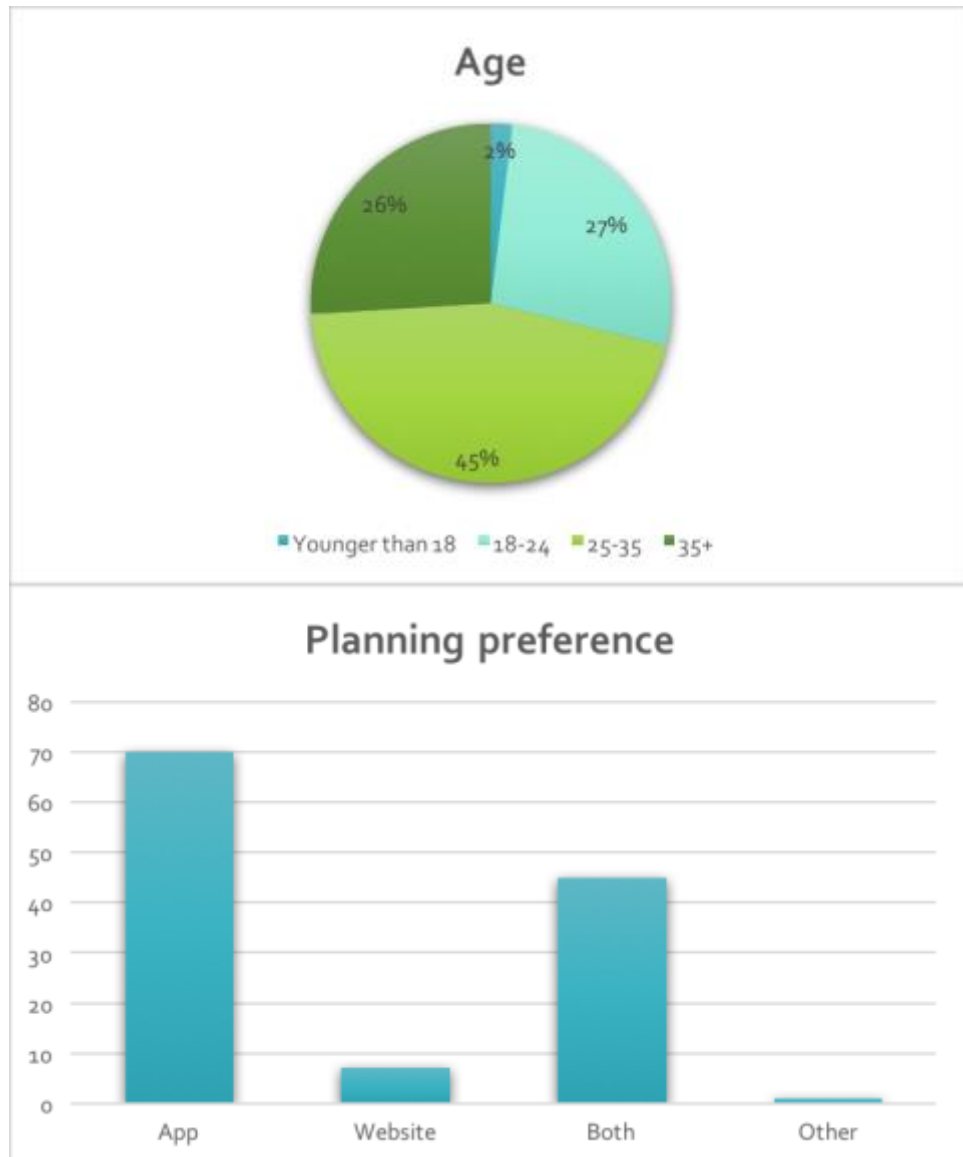- People need an easy way to come up with new, goal-based meals.

TYPES OF USERS:

- Young professionals
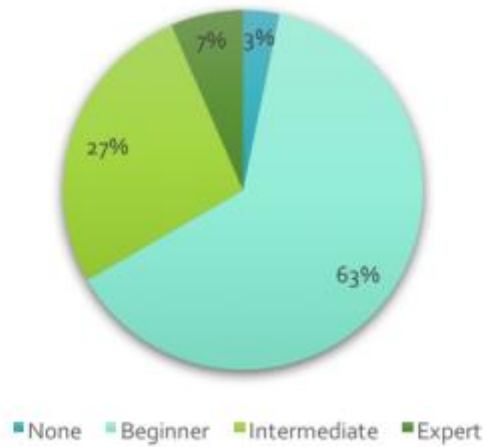- Parents
- College students

USER INTERVIEW QUESTIONS

1. How old are you?
2. What is your profession?
3. How many times a week do you cook your own meals?
4. Are you on a diet?
5. What is your level of cooking experience?
6. How many people are you cooking for?
7. How technologically savvy would you consider yourself?
8. How strictly would you adhere to a food planner?
9. Would you need reminders in order to stick to the meals we've planned?
10. Would you like your meals to be planned daily or for the entire week?
11. What would you like to be targeted (e.g. protein, vegetable/fruit servings, carbs, etc)?
12. How many meals would you like to be suggested for each day?
13. Would you like to count snacks between meals as well?
14. Would you like diet options (vegan, paleo, vegetarian, etc)?
15. How often do you grocery shop?
16. Do you group your grocery list?
17. Do you struggle to come up with new recipes?
18. Do you plan your meals by nutrition?
19. What are the current ways you plan your meals?
20. Do you factor in eating out?
21. Do you set a budget?
22. How many grocery stores do you shop at?
23. Walk or drive to the store?
24. Are you aware of sales before entering the store?
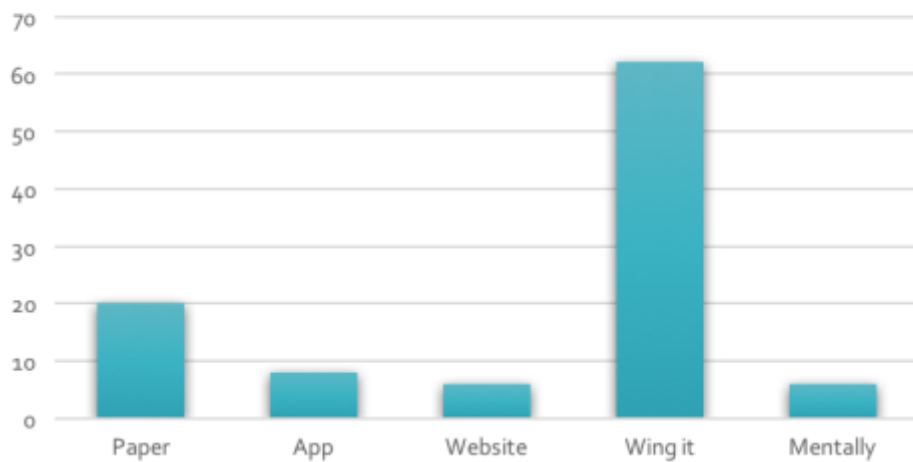25. Would you want to plan on an app/website/both?

Age

Younger than 18 ■ 18-24 ■ 25-35 ■ 35+

Planning preference

Level of cooking experience

3%
7%
27%
63%

■ None ■ Beginner ■ Intermediate ■ Expert

Ways of currently planning

70
60
50
40
30
20
10
0

Paper   App   Website   Wing it   Mentally

Are you on a diet

27%
73%

■ Yes ■ No
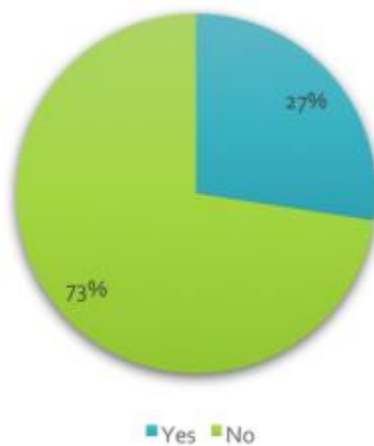
What groups would you like to target

Category	Value
Fat	~4
Less Junk	~2
Carbs	~27
Protein	~54
Veggies/fruit	~83

(x-axis: 0, 20, 40, 60, 80, 100)
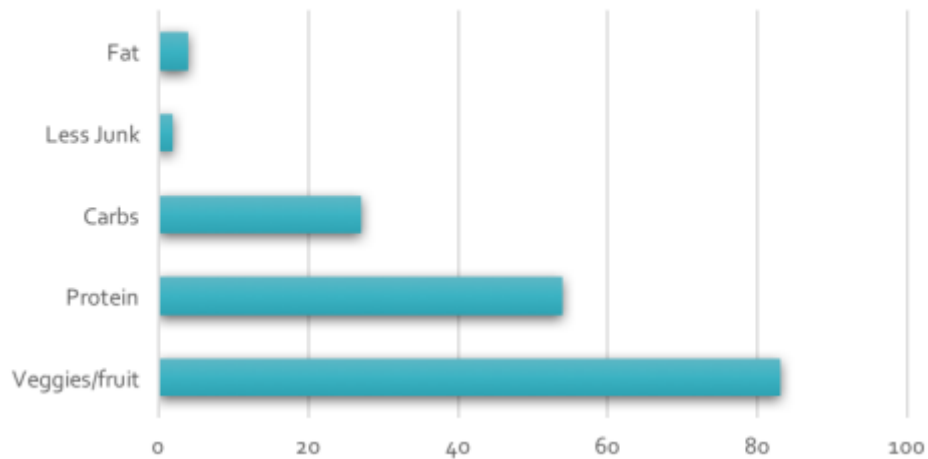
Grocery store frequency

- Daily: 5%
- Weekly: 52%
- Bi-Weekly: 34%
- Other: 9%

How many people are you cooking for

Category	Value
Myself	50
2	48
3-5	24
5+	2

(y-axis: 0, 10, 20, 30, 40, 50, 60)
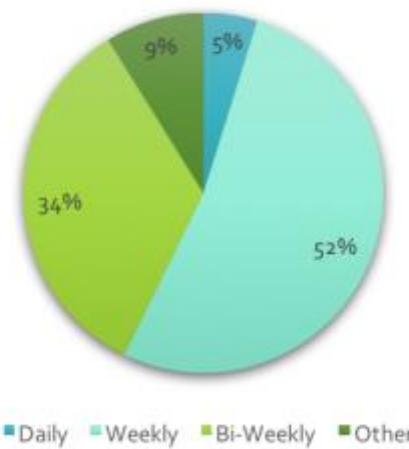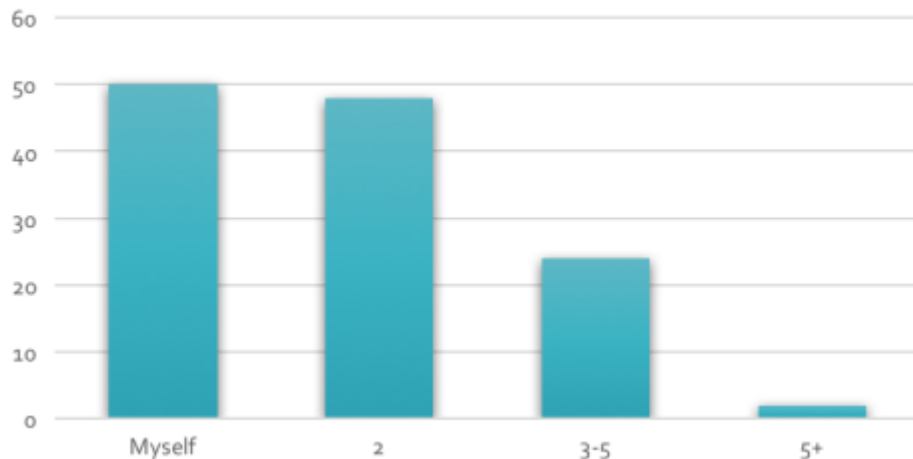
How many times a week do you cook for yourself

Never: 13
1-2: 46
3-4: 38
5+: 23

Series1

Meals per day

1: 12
2: 33
3: 40
4: 7
5: 7
6: 2

Profession

Misc: 28
Administration: 16
Sales/Marketing: 5
Consulting/IT/Finance: 14
Student: 6
Teacher: 8
Nurse: 7
Retired: 9
Engineer/Software/developer/scientist: 31
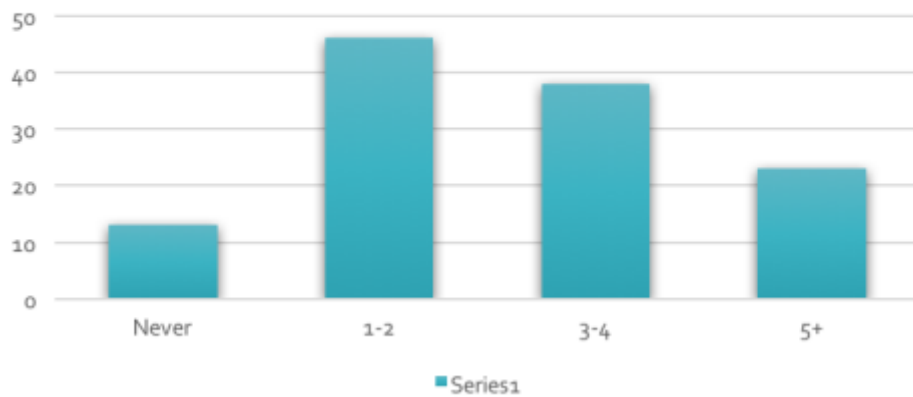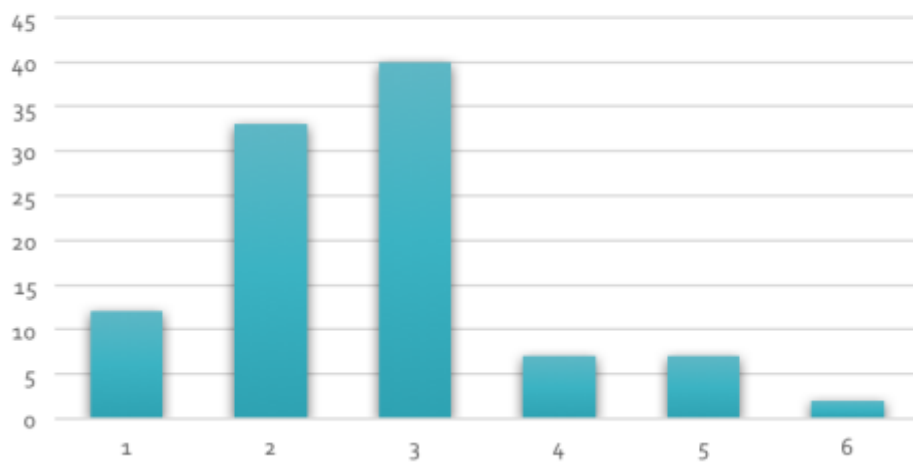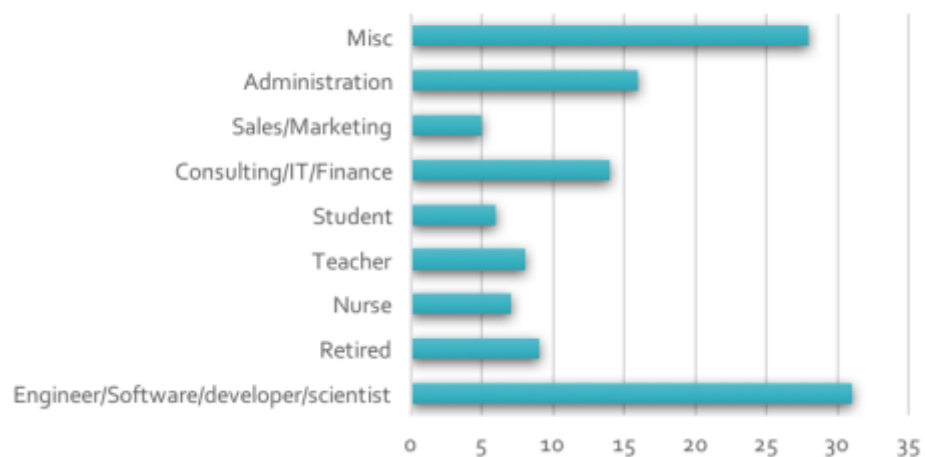
Do you need reminders to stick to a meal plan

19%

20%

61%

■ Yes ■ No ■ Depends

Are you aware of sales before?

28%

5%

15%

52%
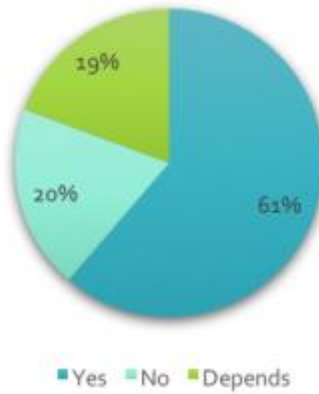
■ Yes ■ Yes, but don't find them or care ■ No and don't care ■ No and would like to be
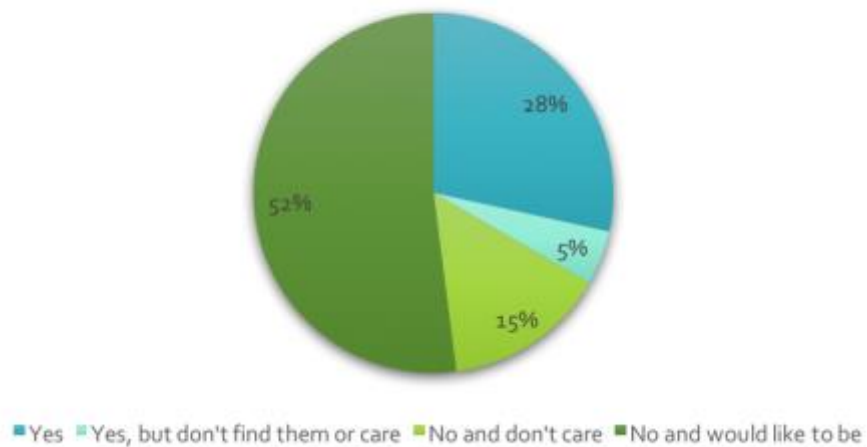
COMPETITIVE ANALYSIS

MY FITNESS PAL

PROS

- Tracks nutrition
- Large database of food/restaurant
- Incorporates fitness goals
- Allows you to add own recipes
- Intuitive
- Reminder option if you haven't logged meals

CONS

- No meal planning aspect
- No recipe suggestions
- Must upgrade for a lot of features

YUMMLY

PROS

- Suggests recipes based on what food you like
- Unclear what the defined path is
- Don't have to create an account
- Connect with other accounts
- Can add recipe to shopping list
- Suggestions based on location

CONS

- Not many new recipes daily
- Directions are opened in browser window
- Dislike the accordion scroll style
- Doesn't have a planner
- Doesn't track nutrition/fitness goals

PEPPERPLATE

PROS

- Import recipes by URL
- Has planner
- Has shopping list
- Clean UI

CONS

- No recipe suggestions - must import your own
- Is shopping list specific to grocery store?
- Aimlessly wandering around the first time - wish there was a tutorial
- Doesn't track nutrition/fitness goals

BIGOVEN

PROS

- On boarding instructions
- Has app and website
- Recipe suggestions
- Add own recipes
- Menu suggestions based off likes

CONS

- Cannot input preferences
- Planner feels like a different site/plug in then the rest of the site
- Grocery list doesn't show specific store/sales
- Doesn't track nutrition/fitness goals

Steve, 35

Steve is a 35-year-old father who commutes into the city each day for work. Him and his wife, Kim, have two children in elementary school for whom they pack lunch for each day. Kim and Steve typically pack their lunch 4 times per week. Monday through Friday they eat dinner at home and on the weekends they typically go out for dinner as a family. They eat three meals plus snacks each day and would like those planned accordingly. They aim to have dinner a healthy balance of vegetables and protein, but other than that do not have any dietary restrictions. They do not have a set budget, but are active about finding deals at their local super market. Both Steve and Kim and intermediate level cooks.

Alice, 26

Alice lives alone in the city and cooks for herself at least 5 days a week. Her diet is dairy free. She enjoys trying new recipes and usually eats whatever she had for dinner the night before for lunch – but is open to other alternatives. She likes eating a simple breakfast as part of her morning routine. She works out regularly and thinks that being more careful about her diet with help her lose a couple extra pounds. She goes to the grocery store weekly and plans her meals for the week each Sunday. She is a pretty skilled cook, and appreciates challenging recipes.

Annie, 22

Annie is a 22-year-old accountant living with three other roommates. She is a vegetarian and often struggles to find new and exciting recipes. She typically comes up with a few recipes she'll want to make for the next two weeks and wings the rest when she gets to the store. She enjoys having two meals planned per day and eats out a 1-2 times per week. She is still beginning to master cooking for herself every day and wants to start with easier recipes. Annie is a busy person and wants to be able to cook her meals in less than 30 minutes. She has a budget of $50 per week.

1. Before going grocery shopping
2. Have an idea of what types of food I want to cook for the week
3. Go to home page
    a. New?
        i. Onboarding
    b. Returning?
        i. Log in
        ii. Continue as guest
4. Options
    a. Plan Meals
        i. How many per day?
        ii. Budget?
        iii. Which grocery store?
        iv. What types of food?
        v. Nutrition goal?
    b. Browse recipes
        i. Browse by food, diet, experience level
    c. My Recipes
        i. Browse saved
        ii. Add new/edit existing
    d. View Schedule
    e. Shopping list
        i. Input what I already have

A. Plan Meals:
    1. How many days/weeks is this for?
    2. How many per day?
    3. Budget?
    4. Which grocery store?
    5. What types of food?
        a. Select from list/freeform enter
    6. Nutrition goal?
        a. Calories
        b. Food group
        c. Macros
    7. Use leftovers?
    8. Repeat meals?
        a. Breakfast
        b. Lunch
        c. Dinner
    9. Auto suggest?
    10. Fill in what you're already planning to make
    11. Browse suggested recipes for remaining blanks
    12. Save
    13. Print
    14. Shopping List

B. Browse recipes:
1. Show most popular
2. Can favorite appealing ones
   a. These are saved to 'my recipes'
   b. Use this info to better auto suggest
3. Can browse by
   a. Meal
   b. Food
   c. Calories
   d. Experience level
   e. Diet options

C. My Recipes: (card layout)
1. View saved
   a. Import from url?
   b. Manually fill out recipe card
2. Edit existing recipe

D. Shopping list:
1. Grouped by category
2. Shows amount needed for all meals this week/planned period
3. Cross out what I already have

User Flow
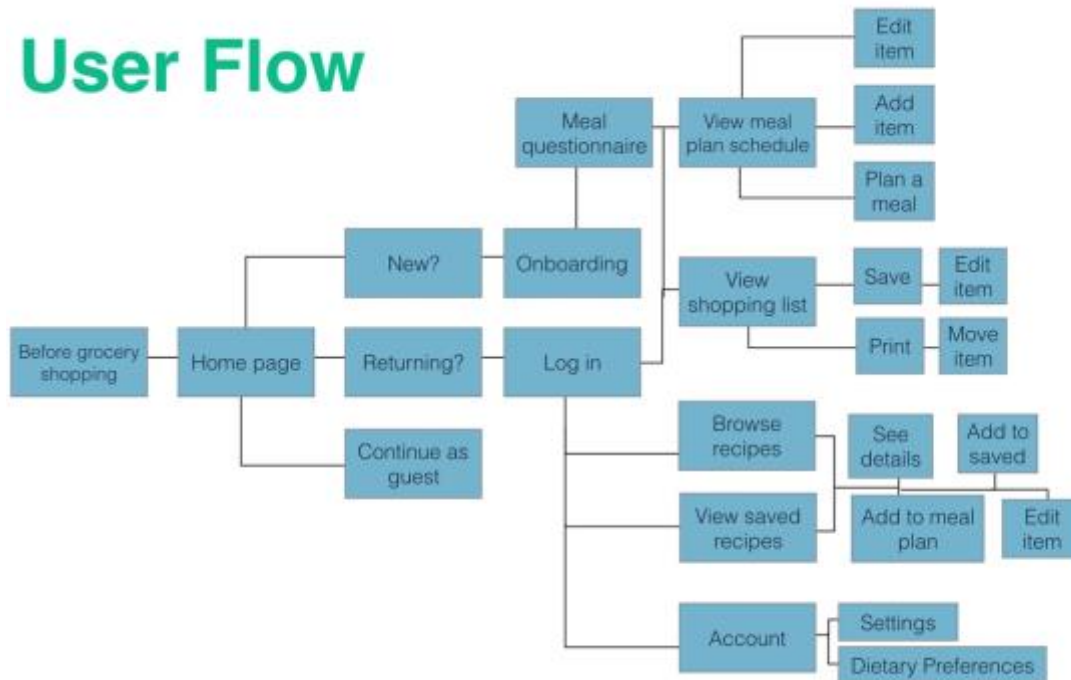
FEATURE PRIORITIZATION

- Onboarding for new users
- Save recipes
- Browse recipes
- Create meal plan
- Edit meal plan
- Add to meal plan
- Suggested meals
- Swap menu items
- Browse by nutrition info
- Browse by food type
- Browse by experience level
- Browse by diet category
- Create shopping list
- Edit shopping list
- Cross out what I already have
- Add to shopping list
- Recipe details
    - # serves
    - prep time
    - diet category
    - ingredients
    - nutrition info
    - pairs with
    - experience level
- Add recipe manually
- Add recipe by URL
- Add recipe to plan
- Increase or decrease quantity of shopping list item
- Increase or decrease quantity of menu item
- Questionnaire before creating each week's menu

2X2 MATRIX

Suggested meals

Add recipe by URL

Desirability

Save recipes

Recipe details

Create meal plan

Increase or decrease serving size

Create shopping list

Robust filtering

Add recipe to plan

Onboarding new users

Browse recipes

Add to shopping list

Swap menu items

Increase or decrease quantity of shopping list

Edit shopping list

Edit meal plan

Feasibility

Add to meal plan

Questionnaire before creating each week's meal

Add recipe manually

Cross out what I already have

Site Map