

Introduction

As college students begin their academic journey during their freshman year, the reality of life without somebody to manage what you purchase and eat becomes quickly apparent. Juggling the balance between affordability and health is something that these new students have to juggle alongside their busy schedules. If students are worrying too much about what they're going to eat for breakfast, lunch, and dinner, their academics may take a major hit as a result. Looking at the well-being of students and understanding this struggle, our software will remove the uncertainty behind eating right and even help the students budget their finances so they are not drowning in cup noodles. No matter the individual's goals, whether building muscle or even losing weight, our app will take this heavy burden off these students' backs.

Initial Value Proposition and Customer Segments

i) Value Proposition (one each):

- Managing the tracking and budgeting of foods for students.
- Helps students learn how to properly save money and not over spend

ii) Customer segment(s):

- College students are the main focus.
- Other people can also benefit from this app, such as business owners, or even high school students

Interviews Summary

1. Interviewee: College student at NAU

Who Participated: Logan Bankert

Interview Date: 9/19/2025

Customer Segment: College student

Key Insights:

- When busy, budgeting can be more difficult
- Overspending on snacks
- Worrying about two meals a day

Representative Quotes: Q: "How often do you worry about your meals throughout the day?" A: "Twice a day." Q: "Do you worry about budgeting your money as a college student?" A: "As I have a job here on campus, I don't really worry too much about it. I do sometimes when I get busy during the weekdays." Q: "Do you feel like you overspend on

food? If so, why do you think that happens?" A: "Sometimes I do feel like I overspend on things like snacks because I just buy what is on sale. There usually are a lot of things on sale." Q: "Have you interacted with food tracking apps before?" A: "Yes I have. I regularly use MyFitnessPal." Q: "What are some things that you think could be improved for a better experience?" A: "I like using the app and don't really have any complaints about it. I do use the free app and it gets the job done." Q: "If the app had a feature to help you budget your food bills, would you use it?" A: "That would be interesting. I'm not sure how often I would use it though."

Assessment: Nice to have

2. Interviewee: NAU Alumni

Who Participated: Logan Bankert

Interview Date: 9/20/2025

Customer Segment: College Alumni

Key Insights:

- Somedays it was difficult to balance meals and classes
- Going to the grocery store without an idea of what you're going to buy can be stressful
- Thinking of daily meals is worrisome

Representative Quotes: Q: "How often would you say you're worried about the nutritional value you're getting from your meals?" A: "I worry about all the meals I eat." Q: "Since you are a college graduate, when you were in college, was scheduling your meals difficult when juggling your class schedule? If so, why?" A: "It varied depending on how busy I was. Somedays I would prepare meals but other days it was difficult to eat when I was really busy." Q: "Did you ever use any applications to keep track of your meals?" A: "No, because I wasn't too focused on what I ate as long as it was filling. I was very active walking around campus throughout the day and the added stress of tracking my meals would've been too much." Q: "Now that you've graduated from college, would you consider using a tracking application now without that daily stress?" A: "Possibly. Now that I have extra time, I might consider keeping track of what I'm eating. I eat relatively healthy however so I don't really see the point in using an app to track my meals." Q: "Would you use an application that combines both meal tracking and budgeting for groceries?" A: "Yes I would. If an app gave me a budget and ingredients for certain

meals, it would lower the overwhelming stress of going to the grocery store without a plan.”

Assessment: Nice to have

3. Interviewee: Letisia Bolanos

Who Participated: Rita Bolanos

Interview Date: 9/20/2025

Customer Segment: Working College Student

Key Insights:

- With a full schedule eating well can be challenging
- Might serve more people as a mobile application
- Motivational features could keep you on track

Representative Quotes: **Q:** “How often would you say you’re worried about the nutritional value you’re getting from your meals?” **A:** “Twice a day out of my 3 meals and 6 out of the 7 days of the week” **Q:** “I see, would you say your schedule with both schooling and work makes it hard for you to make sure you’re eating the food your body needs?” **A:** “Yes, definitely, it’s very difficult because of my tight schedule” **Q:** “I see, do you think you would benefit from using a website that helps you track your nutritional intake as well as your fitness goals?” **Q:** Yes definitely, it would take a lot of the guesswork out of it, I’ve actually used a couple of apps to help before “Ah I see, what was the app you were using before and why did you stop using it?” **A:** “Particularly I liked my fitness pal and the barcode scanning feature it had, I stopped using it because it was still time consuming and as life gets busier maintaining healthier habits gets harder.” **Q:** “I see, what kind of features are you looking for in this kind of app or website?” **A:** Simple recipe ideas would be nice, I really liked the barcode scanning of my fitness pal, also being able to have a personal history with portion sizes and being able to track macros, and also being given a congratulation or star when hitting a goal could be nice. **Q:** “For this kind of tracker what format would you prefer?” **A:** “I would prefer an app because it would be the most convenient and also I spend all day looking at my computer so having it on a website wouldn’t be too much of an upside for me, however both options would be nice” **Q:** “I see, thank you for your insight, do you have anything else you’d like to add?” **A:** “No, good luck though!”

Assessment: Would be nice to have.

4. Interviewee: Community College Student

Who Participated: Rita Bolanos

Interview Date: 09/20/2025

Customer Segment: College Student

Key Insights:

- Schedule that makes it hard to eat right may make remembering to track difficult
- Some people aren't as concerned about nutritional value
- Having sorting options to keep what is being tracked organized may be helpful

Representative Quotes:

Q: "How often would you say you're worried about the nutritional value you're getting from your meals?" **A:** "I'm not super worried about nutritional value, but at the same time I'm not one to just eat junk food, I'll eat it as long as I know it'll provide some nutrients"

Q: "I see, would you say your schedule makes it hard for you to make sure you're eating the food your body needs?" **A:** "I guess? I often just forget to take any of it into consideration"

Q: "I see, do you think you would benefit from using a website that helps you track your nutritional intake as well as your fitness goals?" **A:** "No, the same schedule that makes me forget to think about it would lead me to forgetting to track it on the website"

Q: "I see, what kind of features are you looking for in this kind of app or website?" **A:** "A spreadsheet with sortable headers would be nice"

Q: "I see, thank you for your insight, do you have anything else you'd like to add?" **A:** "No, not particularly"

Assessment: Don't care

5. Interviewee: College Student at NAU

Who Participated: Annaliese Dedmore

Interview Date: 20 September 2025

Customer Segment: College Student

Key Insights:

- It can be too expensive to eat healthy
- Being able to afford 3 well-balanced meals is unattainable
- Remembering to track everything is difficult

Representative Quotes:

Q: "Hello! I hope you are having a good day, have you had a chance to eat yet today?"

A: "I have eaten some today, I had some water and some popcorn as well as a handful of combos, the tasty pretzel and fake cheese snack!"

Q: "Okay, I heard you say fake cheese snack, and forgive me if this sounds rude, but are you ever conscious about what you are getting out of the food you eat?"

A: "Unfortunately, yes. I prefer to eat more protein but I find its often too expensive to eat regularly and its often too expensive for me to eat three balanced meals a day so I find myself eating more snacks than anything."

Q: "Do you think a web application that can track what nutritional values the food you eat has while also having a meal plan that is based on your own budget would be helpful for you?"

A: "Definitely, I think so"

Q: "Would it be something you would actually use?"

A: "I think it might be hard to remember initially, but I feel like if it was relatively easy to use I could see myself making it a habit. Like, if there was a reminder feature that would be cool."

Assessment: Nice to have

6. Interviewee: College Student

Who Participated: Nile Ham

Interview Date: 09/21/25

Customer Segment: College Student

Key Insights:

- **Getting food that is good for you can be hard**
- **Options on campus aren't always the best for you**

Representative Quotes:

Q: "What are some of the things you've eaten here on campus?"

A: "I've eaten wings, ceasar salad, Mac and cheese as well as a burger."

Q: "Would you say that you're getting an equal balance of everything, for example protein, vegetables, and fruits?"

A: "I would say, yes but they don't serve all food groups at the same time, it's either one or the other."

Q: "Do you feel energized after eating or do you find the meals you've eaten to be nutritious?"

A: "Yes but it just depends on what I eat."

Q: "When choosing a place to eat or food to buy, do you look at the health facts or pick food that you think is healthier over other food?"

A: "It depends on how hungry I am, but most of the time I do."

Q: "Would you prefer to use an app that helps you when it comes to tracking nutrition so you know what you can and shouldn't eat?"

A: "Yes I'd be glad to use one."

Assessment: Useful information

7. Interviewee: Ivancito Antonio Cervantes

Who Participated: Isidro Marquez

Interview Date: 09/19/2025

Customer Segment: Highschool student

Key Insights:

- **Buying food is hard when you do not have a form of income**
- **Having to rely on parents for food is tricky**
 - **Being able to choose affordable foods that are macro friendly helps convincing parents**

Representative Quotes:

Q: "Good afternoon neph, what did you eat today?"

A: "I ate school lunch, chicken sandwich with a carton of milk."

Q: "Would you say you were satisfied with what you ate today?"

A: "NO! The food was not only gross, but it did not fill me up. I usually take money to buy extra snacks in school, but I forgot to bring it today."

Q: "What snacks do you usually buy?"

A: "Probably something like cookies, energy drinks, and protein bars."

Q: "Have you ever considered bringing your own food to school? Like homemade lunch or protein bars/shakes?"

A: "I would, but not only do I not know what to make, but I also can't afford anything."

Q: "What if you had an app that helped you buy cheaper alternatives of what you would like to eat?"

A: "I would definitely use it, it would probably help convince my parents to buy me protein powders and stuff."

Assessment: Seems useful

8. Interviewee: Kayla Rosie Onofre

Who Participated: Isidro Marquez

Interview Date: 09/20/2025

Customer Segment: NAU student

Key Insights:

- **Having a stacked schedule as a biology students makes it hard to eat well**
- **Being able to afford and plan meals is important for her**

Representative Quotes:

Q: "Hello, how was class today?"

A: "It was exhausting, I got back to back classes."

Q: "Oh really? What are you studying?"

A: "I am studying biology and i TA, so my days can be pretty long."

Q: "I bet you don't even have time to eat well? right? ?"

A: "Yeah, lol! Sometimes it cant even eat inbetween classes, so i am starving all day."

Q: "Damn, have you ever considered meal prepping lunch so you have time to eat?"

A: "I have, but it highkey can get expensive. "

Q: " If there was an app that help with finding your macros and also finding budget friendly food options, would you use it?"

A: "That actually sounds useful, honestly if it help me plan my meals that are also cheap, i would probably use it"

Assessment: Believes the app can help with students who have stacked schedules

9. Interviewee: Miriam Marquez

Who Participated: Isidro Marquez

Interview Date: 09/21/2025

Customer Segment: Small Company Owner

Key Insights:

- **When starting a small company, bills get expensive!**
 - **Helps for meal prepping to take to the job and long work days**
 - **helps budget**

Representative Quotes:

Q: "Hello, so what do you do for work?"

A: "Hi! I recently opened up a construction company."

Q: "Wow! That's great, how is it going, is it difficult finding jobs?"

A: "It's not difficult finding them, it's more so difficult managing them."

Q: "Do you think you can go in a little more detail about? In the sense of how does this look like?"

A: "Well... Lets say i have three ongoing jobs, that is three crews of 4 workers that i have to be checking on and paying weekly, i also have to constantly talk to the owners of the houses, and I am receiving calls from potential clients."

Q: "Woe that sounds like a lot to do, what do you usually eat through out the day to give you enough energy to do all this?"

A: "Honestly, in between each jobsites i stop at gas stations and buy protein bars and monsters. It's the fastest way to be honest"

Q: "Have you considered prepping some high protein meals?, they can help with filling and you'll get your calories in."

A: "I have man, but it gets expensive and honestly I don't really know how to track protein and like carbs and stuff like that."

Q: "What if i told you i am working on an app that does this for you, it helps with finding affordable foods that meet your macros. Does this sound helpful?"

A: "Most definitely, I would rather eat chicken and rice than having to live off of monsters."

Assessment: Helps with time management and eating better foods

10. Interviewee: NAU College Student

Who participated: Luke Flaker

Interview Date: 9/21/2025

Customer Segment: College Student

Key Insights:

- **The meal plan is expensive, and many college students have to pay for their food**
- **Many students don't entirely know the nutritional value of their foods.**
- **Students care about their health/weight, but are very busy and don't prioritize it.**

Representative Quotes:

Q: "Are you on the meal plan?"

A: "Yes, I am on the meal plan?"

Q: Do you like it so far?"

A: "Yes, it's nice to have food ready whenever I want, especially since I'm so busy with school"

Q: "Do you pay for your meal plan?"

A: " No, my parents pay for it"

Q: "Do you think the meal plan is worth the money?"

A: " No, especially since they keep raising the price and I get sick of the food they provide"

Q: "Do you think

A: " No, there are many fast food chains that the school advertises that are very unhealthy, and it's not easy to find healthy options around campus."

Q: "Would you switch off the meal plan if possible?"

A: "Yes, it seems much easier to eat healthier when I get to pick out my own food, but it's a skill I don't have as I don't know how to pick out the right groceries and cook them."

Q: " what if I told you we were working on an app that tracks the macros of all your food, and keeps everything affordable."

A: " that sounds nice, definitely an app I would consider using."

Assessment: nice to have, helps plan out grocery trips with macro friendly food.

Final value proposition and customer segments

i) Customer segment:

- College students

ii) Value proposition:

- App that allows the use of a budgeting and food-tracking program