

Lucia Kurucová  
Anastasiia Povorozniuk  
Marta Caula Riera

Finvalsede Havregryn

Jakobsens

HAVREGRYN



Overall  
78 %

### Positives

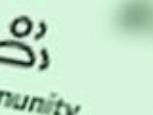
Protein	Excellent amount of protein	9,8 g
Fibre	Excellent amount of fibre	10 g
Salt	Low salt	0,11 g
Additives	No risky additives	1

### Negatives

Energy	A bit too caloric	416 kcal
Saturates	little too fatty	4,3 g



Alternatives



Community



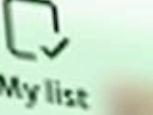
Profile

78 %

### Jakobsens Original Finvalsede Havregryn

Energy	~360–370 kcal
Protein	~13–14 g
Total Carbohydrates	~57–60 g
— of which sugars	~1 g
Total Fat	~6–7 g
Dietary Fiber	~10–12 g

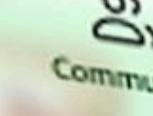
### See Similar



My list



Alternatives



Community



Profile

DitMa

lack



DitMad

**Lucia**  
Graphic Designer



**Marta**  
Digital Transformation



**Anastasiia**  
Digital Business, Design & Innovation



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1 / Research

2 / Communication

3 / Pretotyping

3  
phase

phase

## Problem — Goal — Value

### Problem

- Food information is confusing (lack of interest)
- No existing product database (difficulty with scanning)
- Communication about nutrition is too complex (time consuming)
- Understanding audience and reaching them

### Goal

To create a simple & fast scanning app that clearly explains processing levels and offers healthier alternatives, supported by effective communication and marketing that help the app reach and guide users.

### Value

Helping users make smarter choices without needing nutritional expertise by getting simple ingredient explanations in seconds.

# Customer Journey



Anne, mother of small girl scroll Instagram and sees ad about app

## 1. Ad on Instagram

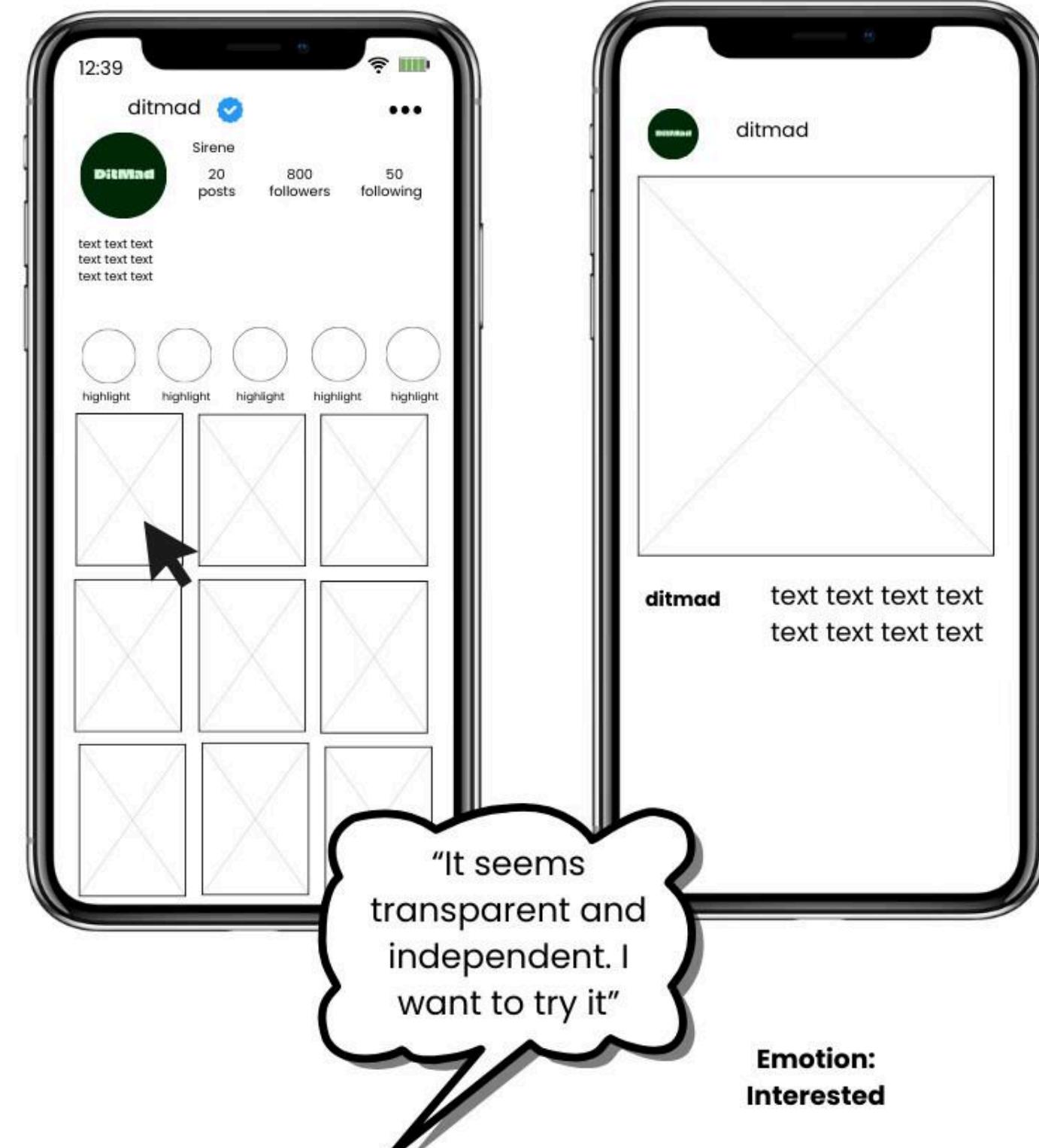


"Wow... I didn't know this snack was so processed. I wish I had something like this when shopping."

Emotion: Curious

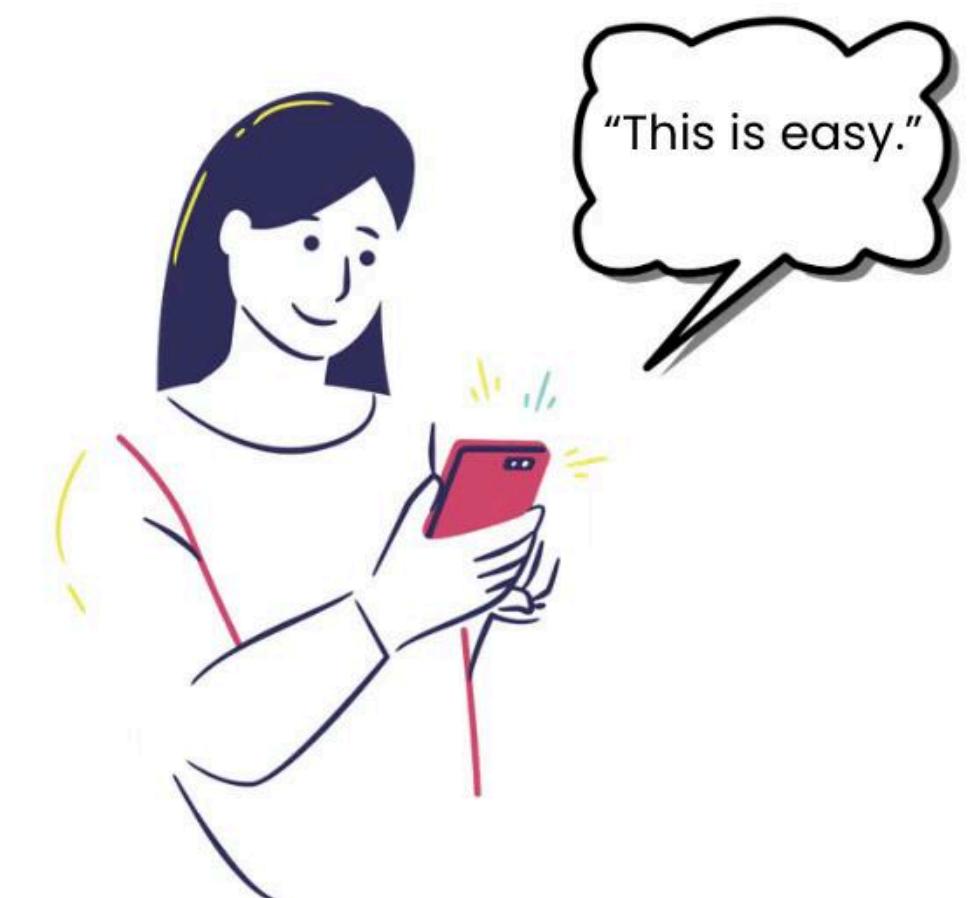
Anne starts exploring Instagram and look for posts

## 2. Instagram page



## 3. Familiarity with app

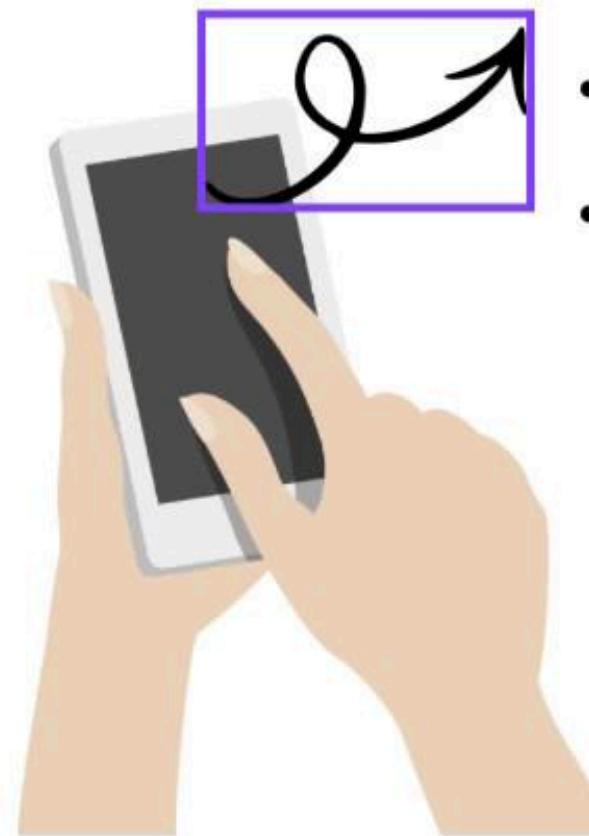
Anne downloads & opens the app → sees simple & understandable interface



# Customer Journey

## 4.App functionality (first scan)

She scans a cereal her child eats every morning.



**Emotion:**  
Surprised, educated

- Processing level appears visually
- List of concerning ingredients simplified
- Suggestions

"I didn't know this product was so processed. Maybe we should switch."

## 5.Evaluation stage

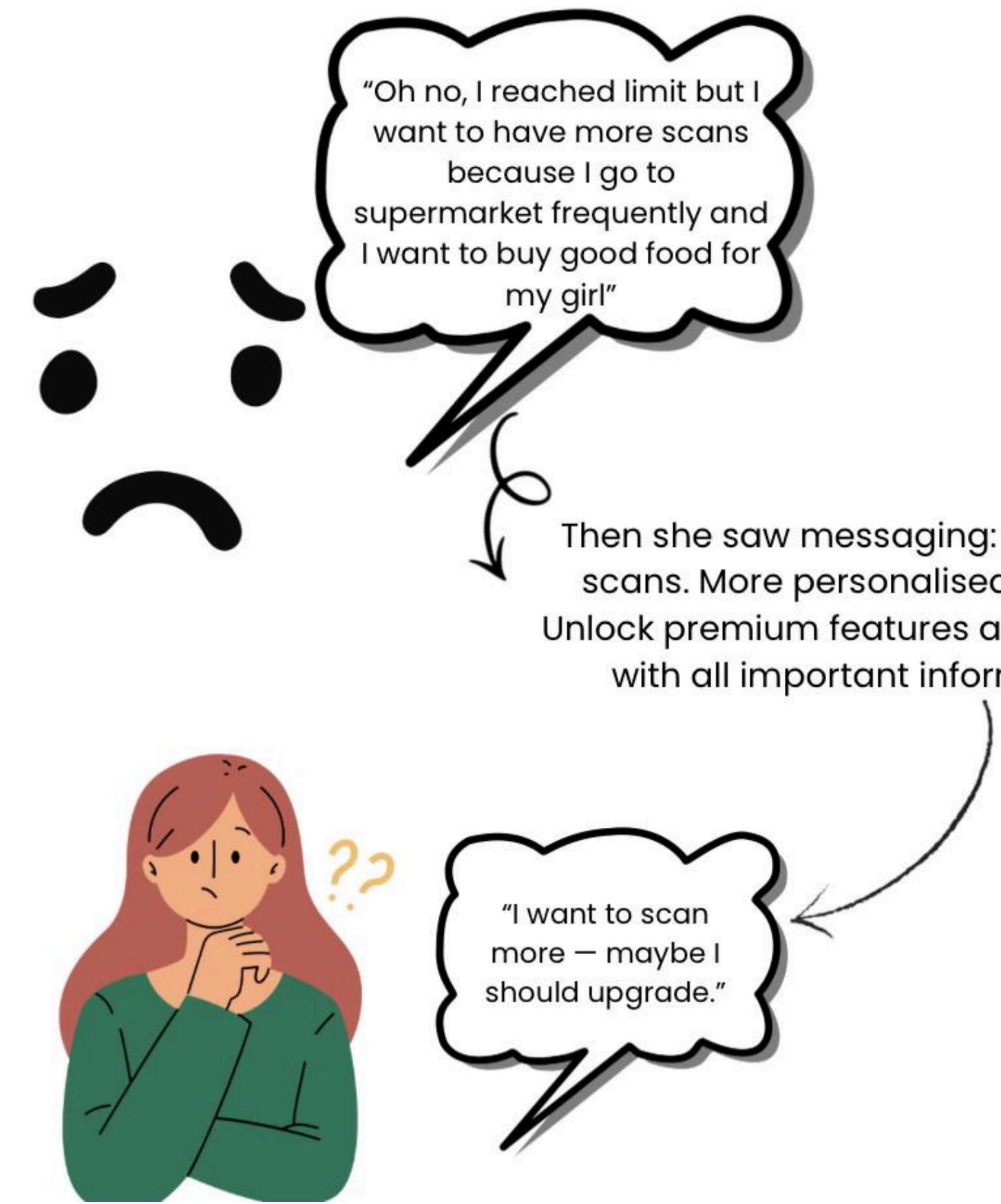
She scans 2-3 more products at home.



**Emotion:**  
Confident

## 6.Premium version

She hits the free 6-scan limit



**Emotion:**  
Concern of final decision

# Customer Journey

## 7.Final purchase decision

After she read what included on premium version she decided to buy it



Emotion: Confident, want to provide the best to her child

## 8.Daily use

Anne uses app every time while shopping



- Scans food
- Replaces 2-3 products with healthier alternatives
- Saves favourites to a list

&

## Loyalty

She shares scans on Instagram stories, recommends the app to other parents and earn rewards  
joins the user community that helps update the database



# Communication Strategy

## Awareness/Interest

- Reach as many people as possible

**TOFU**

## Consideration/Evaluation

- Educate, built trust, show value, keep users interacting

**MOFU**

## Decision/Purchase

- Convert users into active scanners and premium subscribers

**BOFU**

- SoMe (Instagram, TikTok, Facebook Reels)
- Influencers
- Short explainer videos

- Educational posts (simple visuals)
- Ingredient explainers
- Comparison reels
- Blog posts & carousels simplifying food science
- App demo videos (live scanning sessions)
- Tips for choosing less processed foods
- Alternatives
- Myth-busting content
- Reviews

- Freemium model
- Advanced features according user choice
- Referral rewards
- Community & blog

# Pricing Model

## Free

- Daily scans: 6 per day
- Processing level indicator: simple (3 colors)
- Ingredient breakdown: basic
- Alternatives: 1 per product
- Scan history: none
- Product comparison: no
- Dietary filters: no
- Product groups: “Liked”
- Weekly reports: no
- Shopping list export: no
- Early access to features: no

## Pro

- Daily scans: unlimited
- Processing level indicator: full
- Ingredient breakdown: full
- Alternatives: up to 3
- Scan history: 90 days
- Product comparison: compare 2–3 items
- Dietary filters: basic (low sugar, low processing, kid-friendly)
- Product groups: “Bought, Want to Buy, Favorites”
- Weekly reports: no
- Shopping list export: no
- Early access to features: no

19 DKK/month | 159 DKK/month

## Premium

- Daily scans: unlimited
- Processing level indicator: full
- Ingredient breakdown: full + deep insights
- Alternatives: unlimited + ranked
- Scan history: unlimited
- Product comparison: advanced comparisons
- Dietary filters: personalized modes (kids, fitness, clean eating)
- Product groups: all groups + custom lists
- Weekly reports: weekly insights & recommendations
- Shopping list export: smart list + alternatives
- Early access to features: yes

39 DKK/month | 349 DKK/month

## Messaging & Visual



► Renderforest



# Pretotyping Methods

## Goal

### Landing Page (Fake Door)

- A simple page invites users to “Try the scanner now”. We measure clicks on the CTA to assess interest.

### Simulated Scan (Pinocchio)

- Users enter a product name or upload a photo. We manually return a rating (Green, Yellow, Red) with brief health info.

This tests whether people trust and complete the experience.

## Hypothesis

- At least 25 % of users will complete a full scan flow.
- Consumers in Denmark are willing to try a Healthy-Food Scanning App.

A traffic-light score is intuitive and trusted.

## Success Metrics

- If all targets are reached — move to a real MVP with automated product scanning

### Stage Metric Target

- Landing Page → CTA clicks Interest > 20 percent  
Full scan completed Engagement > 25 percent  
Would use weekly Retention intent > 15 percent

### Why this approach?

- Validates behavior, not opinions
- Confirms trust in the scoring concept
- Almost zero cost and fast execution (the same day)
- Avoids building complex tech without validation

1 / Spreading Awareness

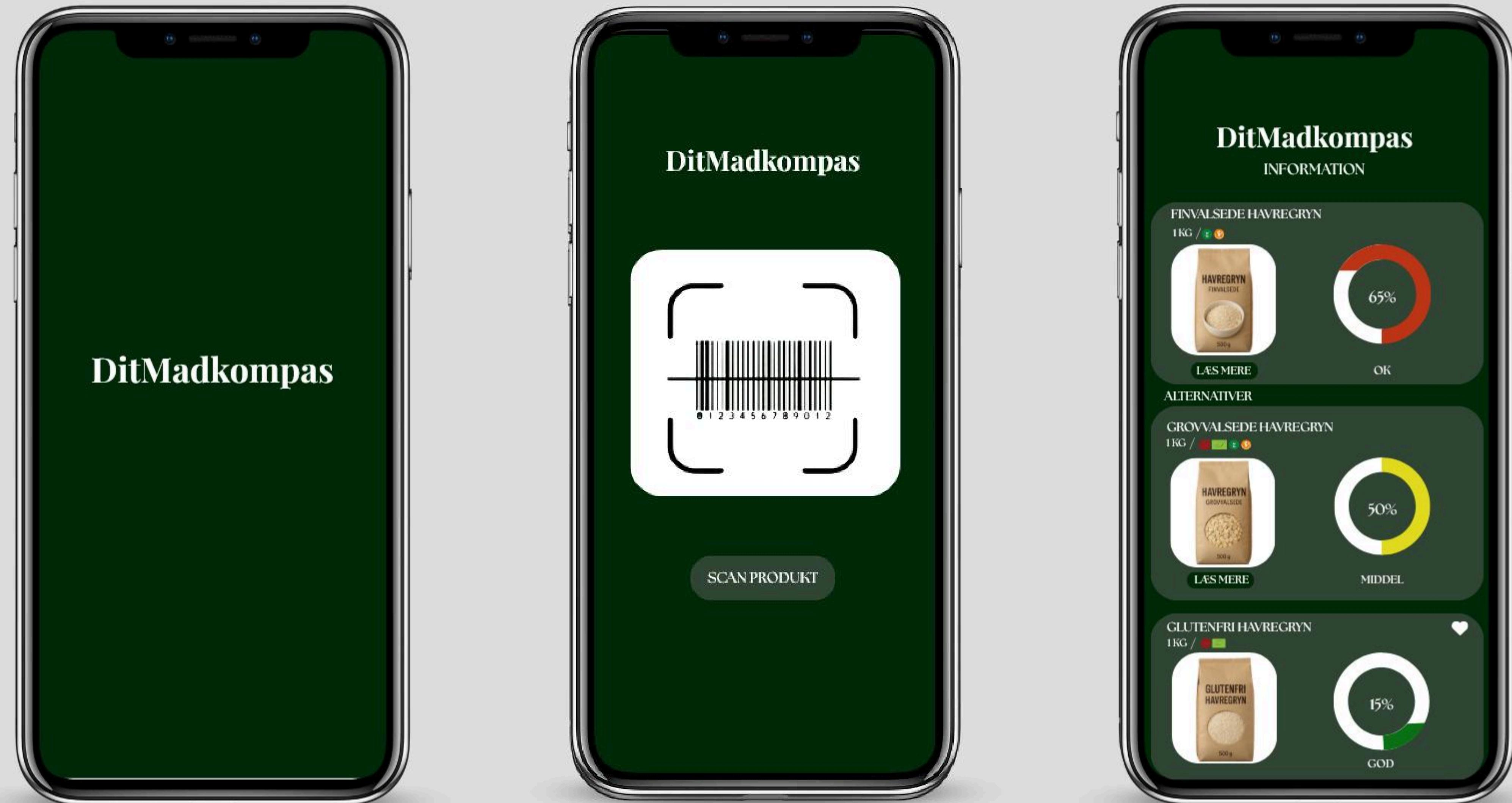
2 / Adding pictures

3 / Visual Identity

4 / Features

# solution

### 3 / Visual Identity — Client's current branding



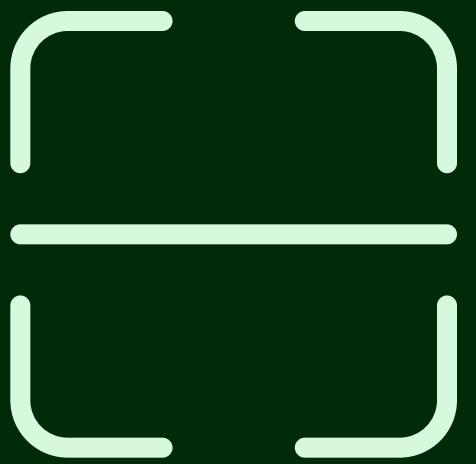
Aa

Evergreen #012b08

Dit  
DitMad

Piepie  
Merriweather Sans  
Merriweather

Frosted Mint #D6F9DD



Aa

# DitMad



# DitMad

Search

Lactose Intolerance Celiac Disease Diabetes

My list Alternatives Community Profile

# DitMad

Search

Lactose Intolerance Celiac Disease Diabetes

Jakobsens Original Finvalsede Havregryn

Overall 78 %

**Positives**

Protein	9,8 g	•••••
Fibre	10 g	•••••
Salt	0,11 g	••••○
Additives	1	••••○

**Negatives**

Energy	416 kcal	••○○○
Saturates	4,3 g	••○○○

See Similar

My list Alternatives Community Profile

Jakobsens Organic Oatmeal

Salling ØKO Oatmeal

Salling ØKO Mysli

# Jakobsens

Jakobsens Original Finvalsede Havregryn

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**Alternative Products**

Jakobsens Organic Oatmeal

Salling ØKO Oatmeal

Salling ØKO Mysli

# My Lists

History

Favourites

Saved

New List

My list Alternatives Scan Community Profile

## Alternatives

Join a community that makes healthy choices simple — and social!

Share your scans with friends, swap healthier alternatives, and get quick feedback on products you're unsure about. Discover what others are scanning, follow helpful tips, and stay inspired by real choices from real people.

Together, we make better food decisions easier every day!

**Add From Contacts**

**Read Articles**

How to get into the shape...      Healthy tips for quick dinner!      Habits, that make our...

Today 7:42      Yesterday 10:51      Yesterday 9:12

## History

Sol Gryn Oatmeal

Pla-Dat Oatmilk

De Cecco Fusilli 100%

Jakobsens Organic Oatmeal

Oatly Barista Edition

Barilla Veggie Rotini

Bettergoods Plant-Based Oatmilk

Jakobsens Organic Grovvalsede Havregryn

Barilla Veggie Rotini

De Cecco Radiatori

## Favourites

Jakobsens Organic Grovvalsede Havregryn

Oatly Barista Oatmilk

Salling ØKO Oatmeal

Salling ØKO Mysli

Bettergoods Plant-Based Oatmilk

Jakobsens Organic Grovvalsede Havregryn

Barilla Veggie Rotini

De Cecco Radiatori

Planet Oat

## Saved

Protein: ●●●○○      Sugar: ●●●●●

Fiber: ●●○○○      Total Fat: ●●●●○

Carbohydrates: ●●●●○      Overall: ●●●●○

**My products**

Jakobsens Organic Grovvalsede Havregryn

Barilla Veggie Rotini

De Cecco Radiatori

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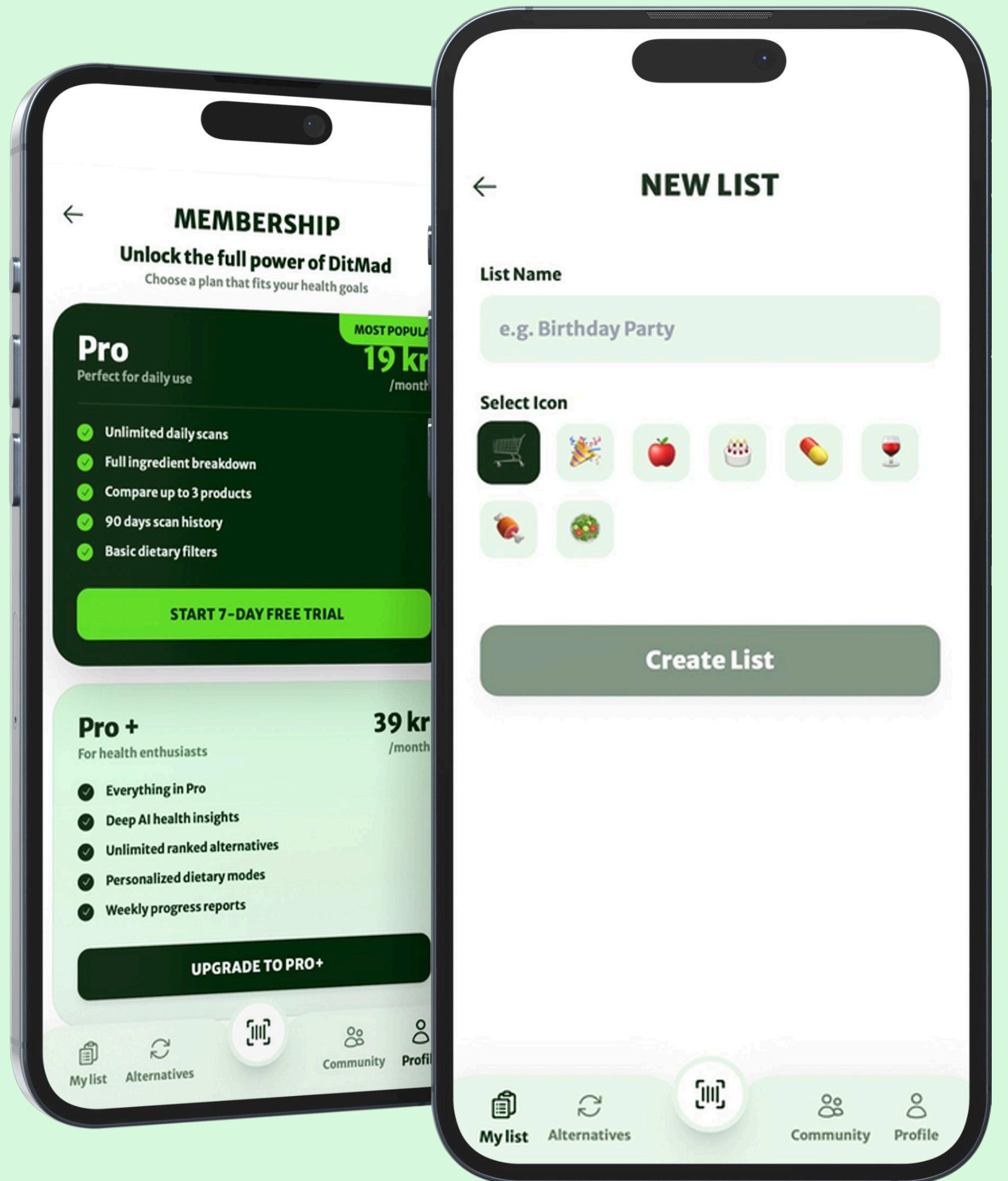
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## / Features



1  
to

phase