PoorEat

AVANCE 1

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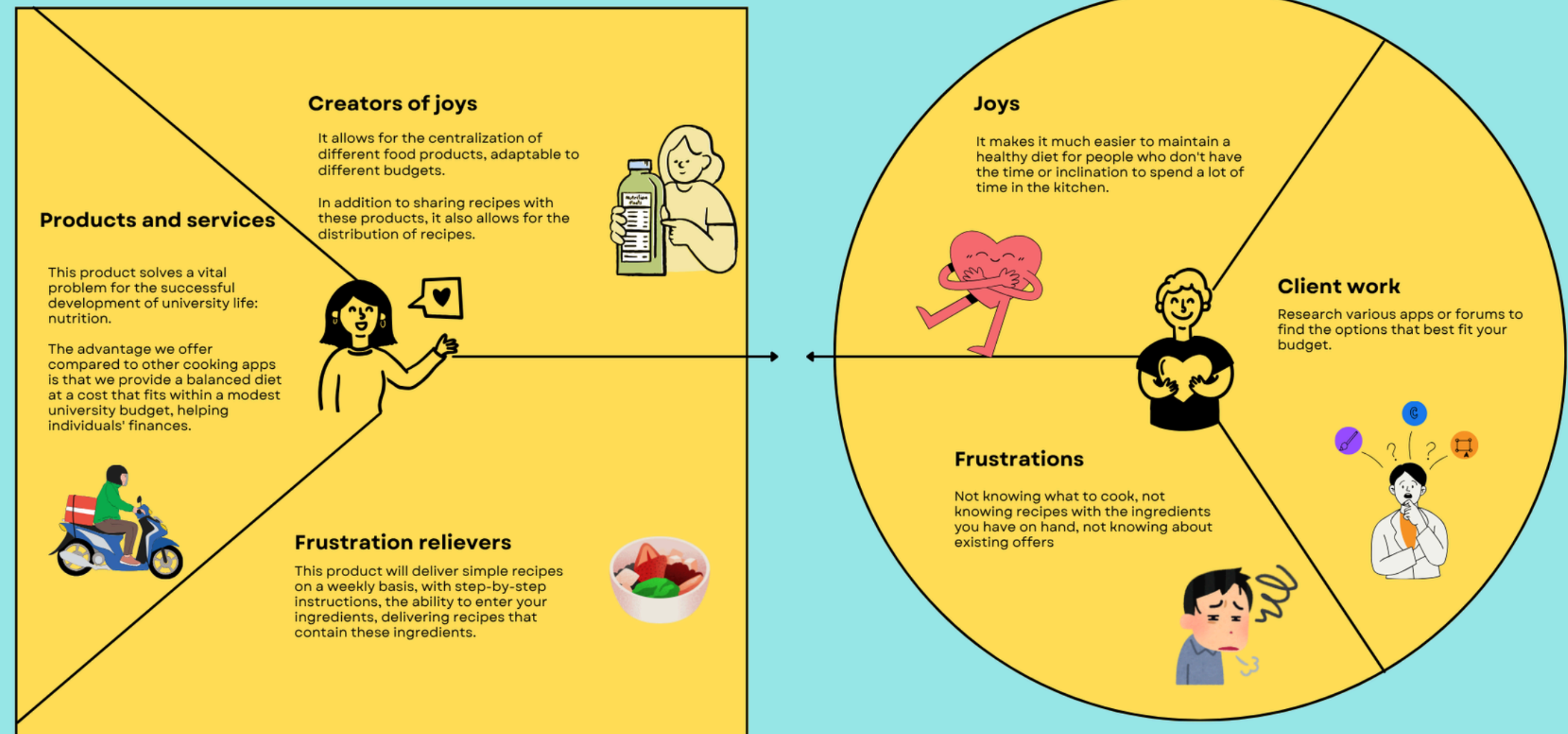UNIVERSIDAD DE LA FRONTERA
TEMUCO · CHILE
ITINERARIUM MENTIS AD VERITATEM
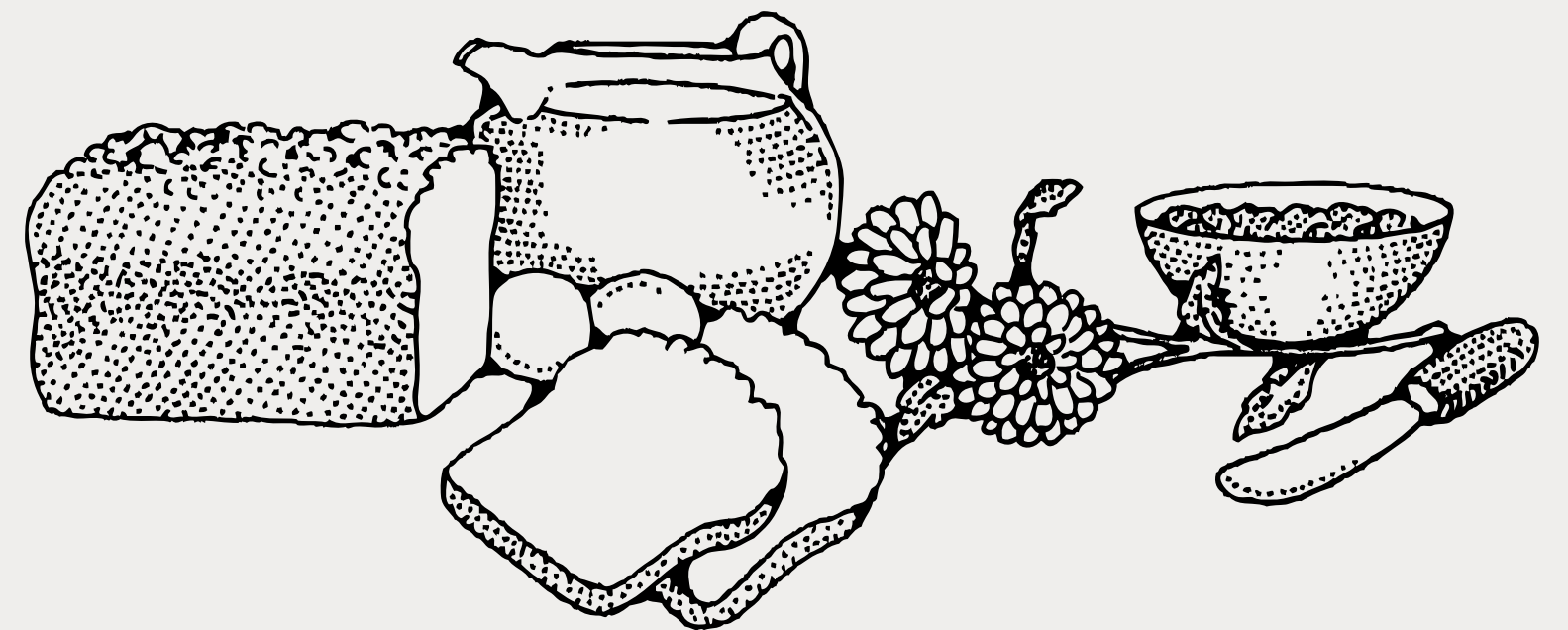
PROBLEM:

Value Proposition

Value Proposition: **POOREAT**

Customer segment: **UNIVERSITY STUDENTS**

Products and services

This product solves a vital problem for the successful development of university life: nutrition.

The advantage we offer compared to other cooking apps is that we provide a balanced diet at a cost that fits within a modest university budget, helping individuals' finances.

Creators of joys

It allows for the centralization of different food products, adaptable to different budgets.

In addition to sharing recipes with these products, it also allows for the distribution of recipes.

Frustration relievers

This product will deliver simple recipes on a weekly basis, with step-by-step instructions, the ability to enter your ingredients, delivering recipes that contain these ingredients.

Joys

It makes it much easier to maintain a healthy diet for people who don't have the time or inclination to spend a lot of time in the kitchen.

Client work

Research various apps or forums to find the options that best fit your budget.

Frustrations

Not knowing what to cook, not knowing recipes with the ingredients you have on hand, not knowing about existing offers

UNIVERSIDAD DE LA FRONTERA

PROBLEM:

Customer Journey Map

	Awareness	Consideration	Decision	Retention
Goals	Discover a way to cook healthy food, find recipes easily, or save money on ingredients.	Compare Pooreat with recipe apps or grocery apps.	Decide whether to download/register or stick with competitors.	Keep using Pooreat for daily/weekly meal planning.
Feelings	Curiosity, excitement, but also skepticism ("Does this really work?").	Evaluating app usefulness, possible frustration if unclear.	Hopeful, thinking "Is this worth my time and storage?"	Loyalty if app makes life easier, disappointment if app feels repetitive.
Touchpoints	Social media ads, app store, food blogs, word of mouth, influencer videos.here	App store reviews, landing page, YouTube demos.	App store download recommendations from friends.	Personalized recipe recommendations.
Opportunities	Strong branding around "easy, affordable cooking." Show testimonials and screenshots of recipes..	• Highlight unique value: not just recipes, but also where to buy + prices. • Show user-friendly design	• Use clear value proposition: "Cook smarter + save money." • Showcase social proof (ratings, downloads, positive reviews).	Personalized recipe suggestions based on cooking history. "Weekly deals" summary email/notification. Possible integration with grocery delivery services

CHANCE:

PoorEat 🍴

Benchmarking

Evaluated Competitiors

1 Cookpad
2 Lider App / Jumbo App
3 Ticket JUNAEB

Legend

➕ Include

✖️ Remove

⬆️ Increase

⬇️ Reduce

- Real-time prices and availability
- Community engagement / feedback
- Easy to use UI

- Recipe filters and personalization
- Merchant mapping + accepted payment methods
- Offers, promotions, and local discounts

- To many steps to complete core tasks
- Overreliance on premium/paywalled features
- High technical requirements

- Short-lived dynamic codes without tolerance
- Cluttered or unintuitive UI
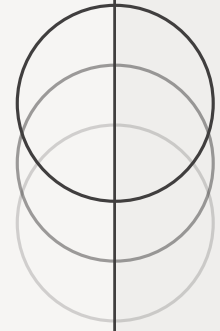- Full dependence on internet connectivity
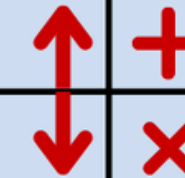
MAIN FEATURES
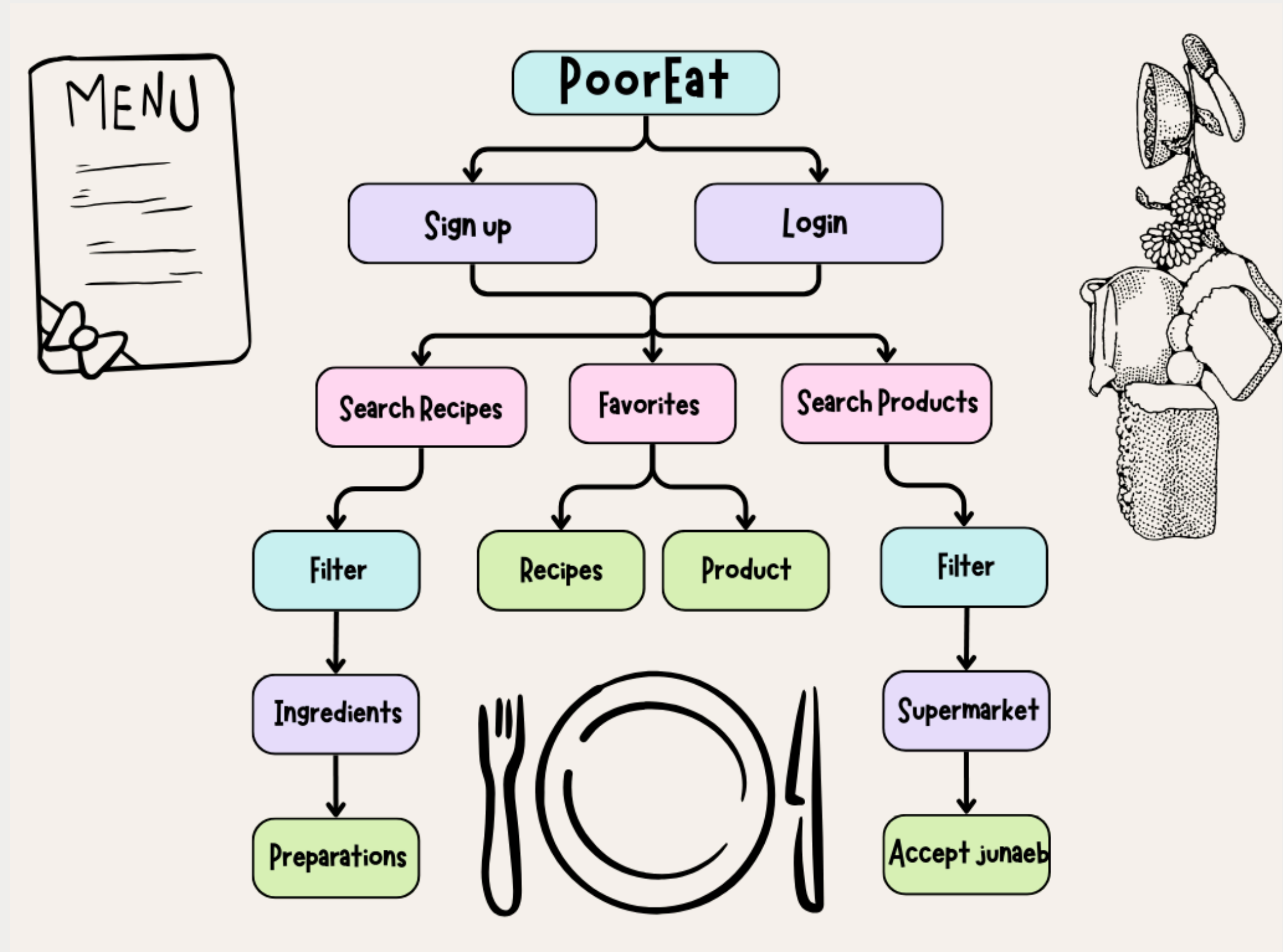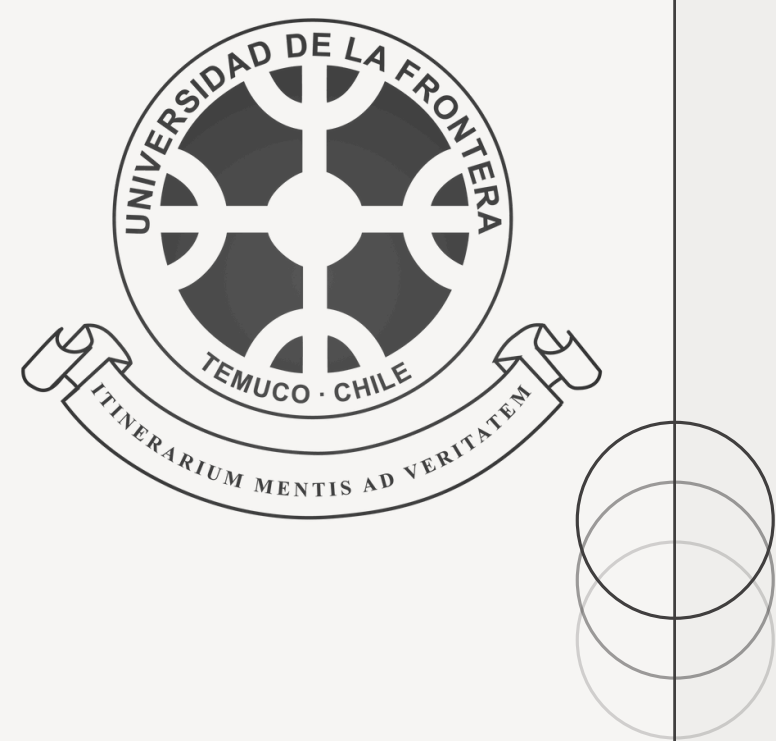
PROTOTYPE
PoorEat

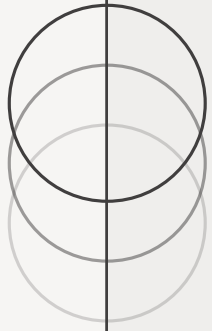# ITERATION AND EVOLUTION:
FROM PROBLEM TO PROTOTYPE

- problem identification

- first iterations in wireframes

- design adjustment

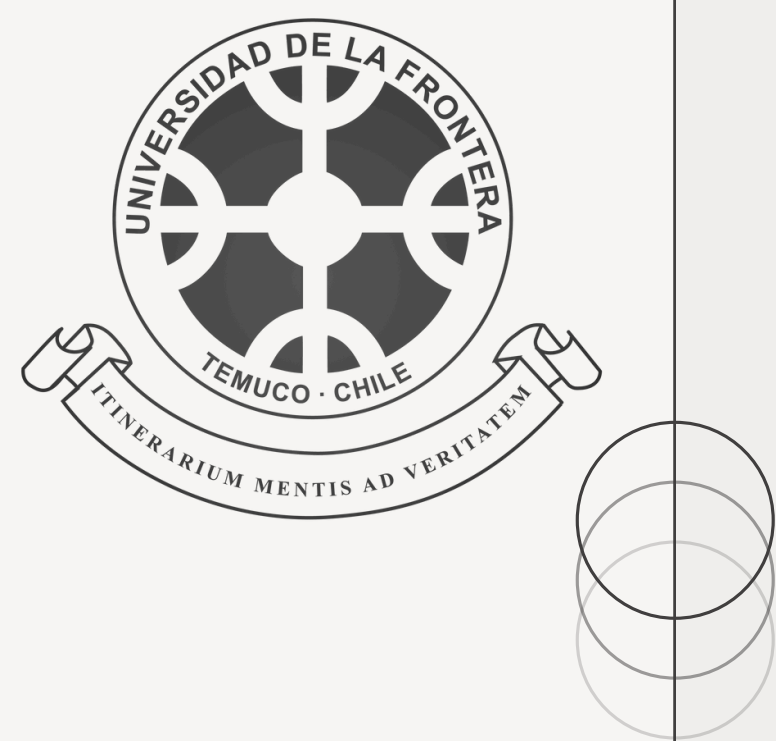- HD prototype

EXPECTED IMPACT:

- Significant reduction in time spent searching for recipes

- Greater control over food expenses

- Users with allergies and dietary restrictions find safe options

- Improved user experience by centralizing all functions

LINK FIGMA:

prototipado: https://www.figma.com/design/rxNYEHFWvhtoeY0380oCaw/Prototipado?node-id=0-1&t=osIVjjMNFh35HgUH-1

THANK YOU FOR YOUR TIME