

Mealz 4 Dealz

Death by Hypothermia:
Ankeet, Mateusz, Casey, Rachel

Choose Store

Trader Joe's ▼

Shopping List

Cookbook

Preferences

Choose Store

Trader Joe's ▼

Shopping List

Cookbook

Preferences


Cookbook

Favorites ▼

Add Recipe

Add meals to list


Stovetop Lasagna



Available Coupons: 5
Servings: 4

Add to List


Tomato Soup & Grilled Cheese Croutons



Available Coupons: 5
Servings: 4

Add to List

Tortellini with Alfredo



Available Coupons: 5
Servings: 4

Add to List

Choose Store

Trader Joe's ▼

Shopping List

Cookbook

Preferences

List

Add meals

Add items to list .

<input type="checkbox"/> Barilla Lasagna	50c off	⋮
<input type="checkbox"/> 2 Trader Joe's Meatloaf Mix	Save \$4	⋮
<input type="checkbox"/> 3 cups Spinach	4 coupons	⋮
<input checked="" type="checkbox"/> 1/3 cup ricotta		⋮
<input type="checkbox"/> Shredded Mozzarella		⋮
<input type="checkbox"/> Basil	Save \$3	⋮

Removed checked off items

Check out

Choose Store

Trader Joe's ▼

Shopping List

Cookbook

Preferences


Coupons

Back to List

Trader Joe's Meatloaf Mix

Buy 1lb, get 1 free

Trader Joe's



6 71860 01372 3

Effortless savings

“I don’t just buy anything that’s on sale”

“It’s a mom-of-the-house chore, gotta feed the family”

‘If my husband’s cereal is on sale I will buy a few boxes.’

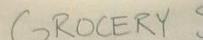
“I don’t want to spend half an hour looking for a coupon I want just to save 50 cents.”

- Cereal
- Apples
- Sandwich stuff
- ICE CREAM!
- Frozen fruit
- Pasta
- Hummus
- Pita chips
- Spinach

Entry-level software engineer at Lincoln Labs

"I don't read nutrition labels, but, like - I buy healthy stuff."

Enjoyment
of
food



"Most weeks
I'm just
putting food on
the table"

"I'm pretty anal about organizing my shopping list"

Being
appreciated



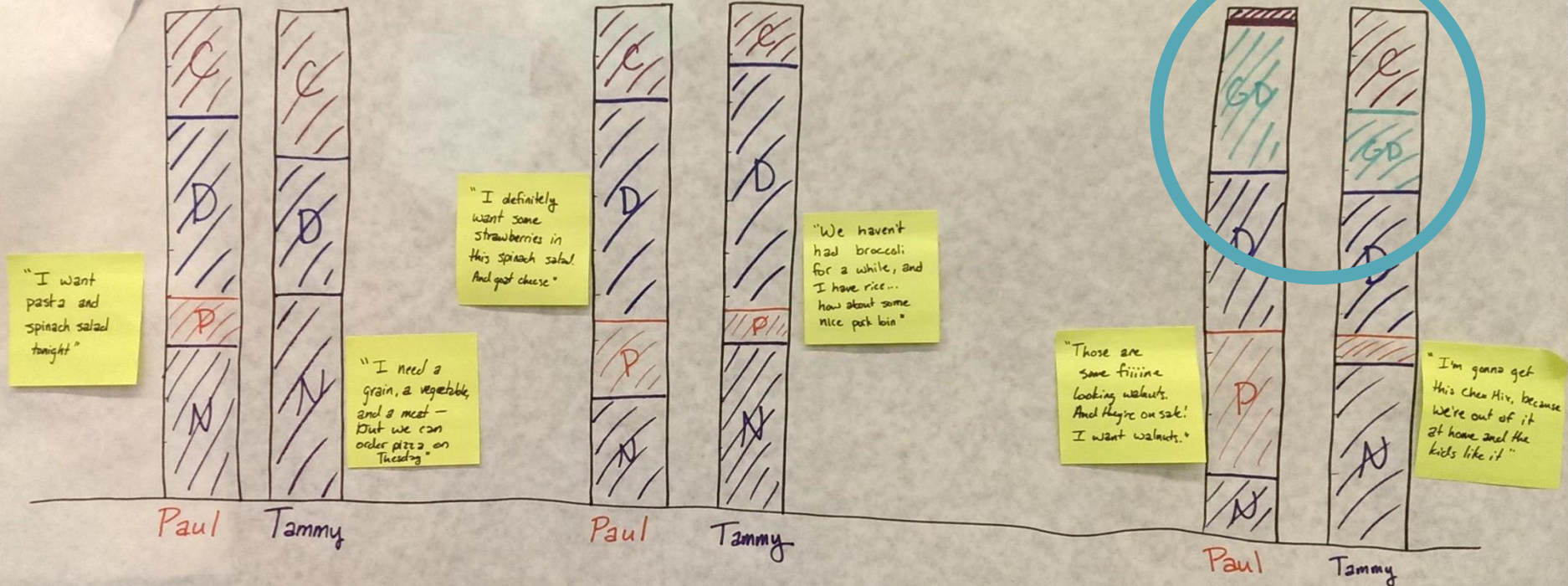
Nutrition

Price

Deliciousness

Getting a deal

Convenience



Tammy – shopping expert

- Uses an organized list
- Knows exactly what her kids will eat
- Won't change habits for an app

Values:


- Efficiency
- The happiness of her family
- Being appreciated as a caretaker

Needs:

- **Autonomy**




Meals and Individual Items

 Cookbook


Favorites ▼

Add Recipe

Add meals to list




Stovetop Lasagna



Available Coupons: 5
Servings: 4

Add to List


Tomato Soup & Grilled Cheese Croutons



Available Coupons: 5
Servings: 4


Add to List

Tortellini with Alfredo




Available Coupons: 5
Servings: 4

Add to List

 List

Add meals

Add items to list




<input type="checkbox"/> Barilla Lasagna	50c off	⋮
<input type="checkbox"/> 2 Trader Joe's Meatloaf Mix	Save \$4	⋮
<input type="checkbox"/> 3 cups Spinach	4 coupons	⋮
<input checked="" type="checkbox"/> 1/3 cup ricotta		⋮
<input type="checkbox"/> Shredded Mozzarella		⋮
<input type="checkbox"/> Basil	Save \$3	⋮


Removed checked off items

Check out

Non-Specific Grocery List Items

 List


Add meals




<input type="checkbox"/>	Cookies		⋮
<input type="checkbox"/>	Chips Ahoy Cookies – 50c off		⋮
<input type="checkbox"/>	2 Trader Joe's Meatloaf Mix	Save \$4	⋮
<input type="checkbox"/>	3 cups Spinach	4 coupons	⋮
<input checked="" type="checkbox"/>	1/3 cup ricotta		⋮
<input type="checkbox"/>	Shredded Mozzarella		⋮
<input type="checkbox"/>	Basil	Save \$3	⋮

Removed checked off items

Check out

 List

Add meals

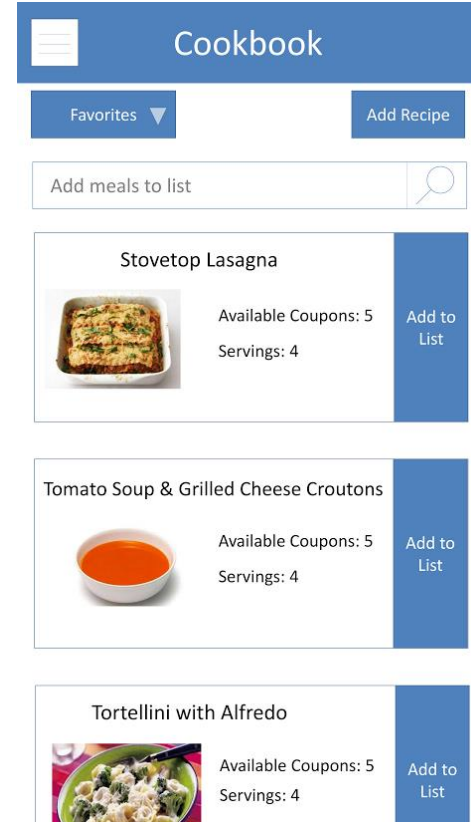
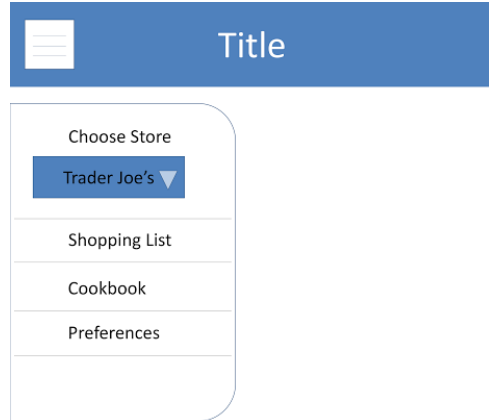


<input type="checkbox"/>	Barilla Lasagna	50c off	⋮
<input type="checkbox"/>	2 Trader Joe's Meatloaf Mix	Save \$4	⋮
<input type="checkbox"/>	3 cups Spinach	4 coupons	⋮
<input checked="" type="checkbox"/>	1/3 cup ricotta		⋮
<input type="checkbox"/>	Shredded Mozzarella		⋮
<input type="checkbox"/>	Basil	Save \$3	⋮

Removed checked off items

Check out

Cookbook



Ingredients



Ingredients

< Back

Tomato Soup

3 tbsp Olive Oil



2 yellow onions



Chicken Stock



28 oz can Crushed San Marzano
Tomatoes



Saffron threads



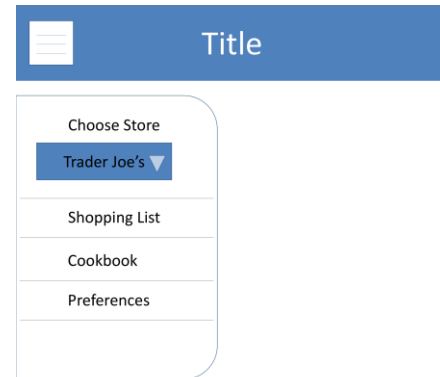
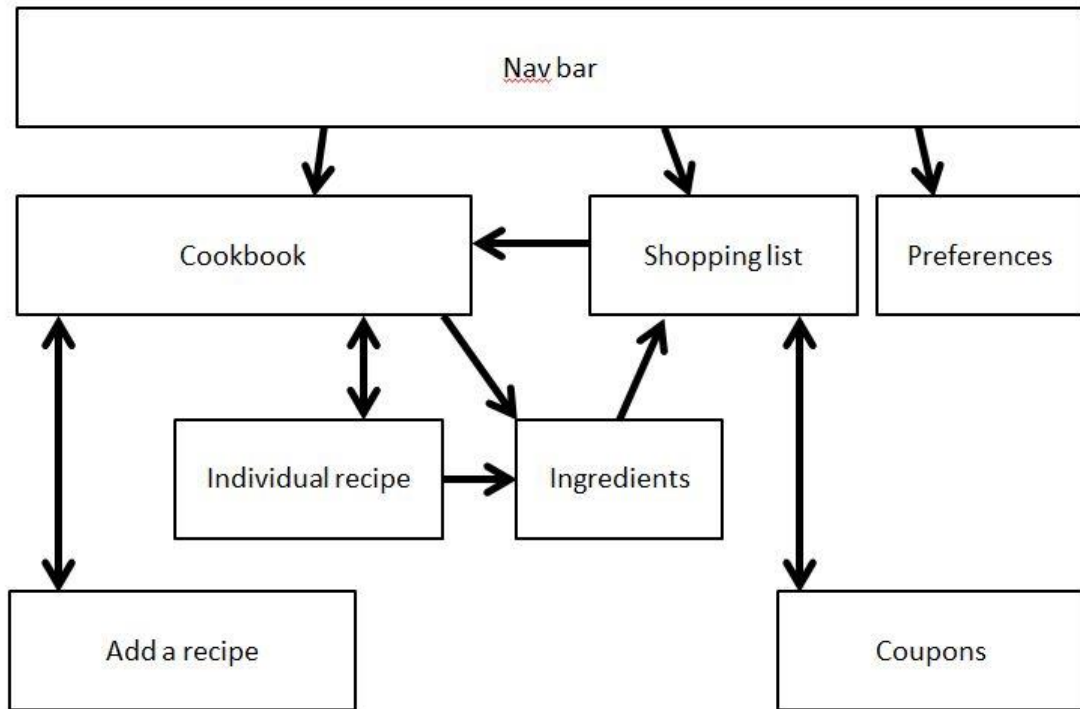
Kosher Salt



Challenges

- Not enough actual users tested our app
- Some gestures were confusing in paper prototyping
- Quantities
- Coupon Expiration Date
- Saving Lists

Appendix slides:



Cookbook

Favorites ▼

Add Recipe

Add meals to list



Stovetop Lasagna



Available Coupons: 5
Servings: 4

Add to
List

Tomato Soup & Grilled Cheese Croutons



Available Coupons: 5
Servings: 4

Add to
List

Tortellini with Alfredo



Available Coupons: 5
Servings: 4

Add to
List

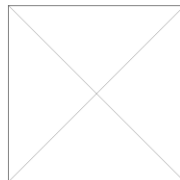


Stovetop Lasagna

< Back

Ingredients

- 7 Lasagna Noodles
- 1 tbsp Olive Oil
- 1 lb Ground Meatloaf Mix
- 2 cups Tomato Sauce



Directions

Well, see first you make the lasagna, and then you cook the lasagna.

But before you cook the lasagna, you have to reallllllly focus on the making the lasagna. Like, think hard about it. Then, ONLY once you've really put some effort into it, THEN cook the lasagna.



email

Add to list



Add a Recipe

Name

Preparation time:

 min

Serving size:

Ingredients:

Quantity:

+

Yellow Onions

3

X

Flour

1 cup

X

Notes

Save Recipe



Ingredients

< Back

Tomato Soup

3 tbsp Olive Oil



2 yellow onions



Chicken Stock



28 oz can Crushed San Marzano
Tomatoes



Saffron threads



Kosher Salt



List

Add meals

Add items to list



☐ Barilla Lasagna

50c off



☐ 2 Trader Joe's Meatloaf Mix

Save \$4



☐ 3 cups Spinach

4 coupons



☒ 1/3 cup ricotta



☐ Shredded Mozzarella



☐ Basil

Save \$3



Removed
checked
off items

Check out



Coupons

Back to List

Trader Joe's Meatloaf Mix

Buy 1lb, get 1 free

Trader Joe's



6 71860 01372 3

Preferences	
Add Store	▼
Dietary Restrictions	▼
Bulk Shopping	▼
Buy Organic	▼
Meat Preferences	▼
Foods to Avoid	▼
Meal Size	▼

Preferences	
Add Store	▼
Dietary Restrictions	▼
Bulk Shopping	▼
Buy Organic	▼
Organic Milk	Always <input type="radio"/> Sometimes <input checked="" type="radio"/> Never <input type="radio"/>
Organic Produce	Always <input type="radio"/> Sometimes <input checked="" type="radio"/> Never <input type="radio"/>
Meat Preferences	▼
Foods to Avoid	▼
Meal Size	▼

Preferences	
Add Store	▼
Dietary Restrictions	▲
Do you eat:	
Gluten	Yes <input checked="" type="checkbox"/>
Meat	Yes <input checked="" type="checkbox"/>
Nuts	Yes <input checked="" type="checkbox"/>
Seafood	Yes <input checked="" type="checkbox"/>
Eggs	Yes <input checked="" type="checkbox"/>
+Add Your Own	🔍
Bulk Shopping	▼
Meat Preferences	▼
Foods to Avoid	▼
Meal Size	▼