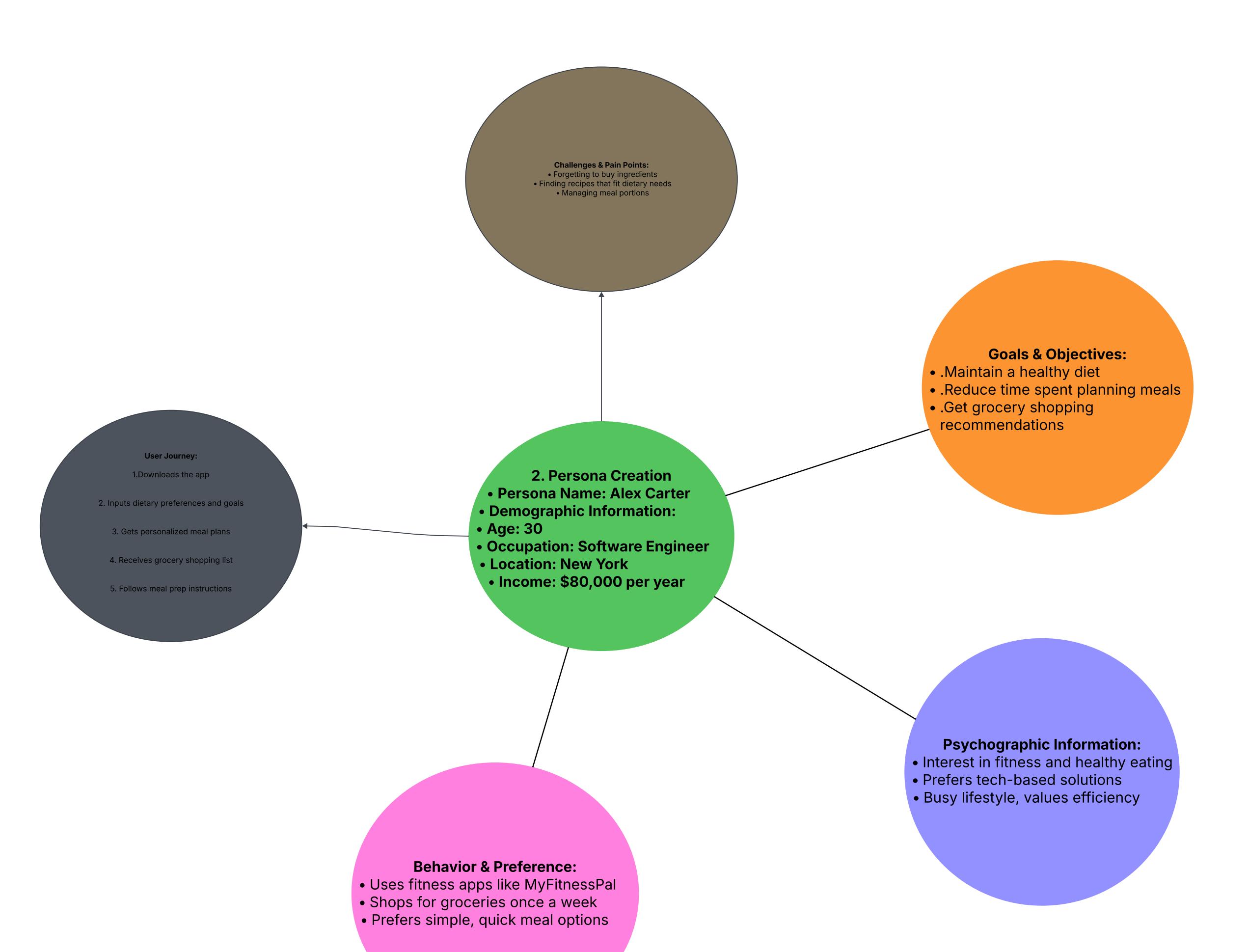
## 1. User Research: The research focuses on busy professionals and health-conscious individuals who struggle to plan meals efficiently. Surveys and interviews reveal key

pain points:

- Lack of time for meal planning
  Difficulty in tracking nutrition
  Struggles with grocery shopping



1. Awareness: Sees an ad for the app on social media

2. Consideration: Reads reviews, explores features

3. Onboarding: Registers and sets up dietary

4. Usage: Receives meal plans and shopping

5. Engagement: Uses app daily, provides feedback