



FOOD PLAN

**making meals easier for
working families**

FOOD PLAN

Challenge

“

Each Sunday, my wife and I sit down to plan our meals for the week. We take stock of our existing resources - what's in the fridge, what's in the pantry, what's in our budget, how much time we'll have each day - and put together a menu for the week. We don't look forward to the task and often put it off, leading to an afternoon scramble as we plan for the evening.

”

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Product Goal

“ Help **parents** plan and implement nutritious, kid-friendly menus that are enjoyable to prepare, cost-effective, and delicious. ”



Persona

Olivia Moreno / working mom / **ninja**

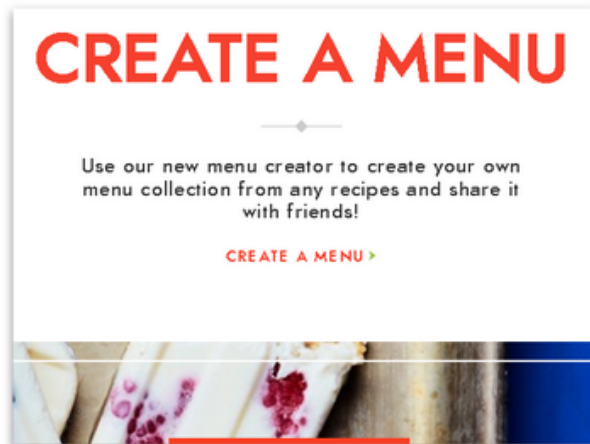
- works full-time outside the home
- commutes 30 minutes each way to work
- one child, age 6
- enjoys cooking, as does her spouse
- attorney in public defender's office
- teaches yoga part-time

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Research

Findings

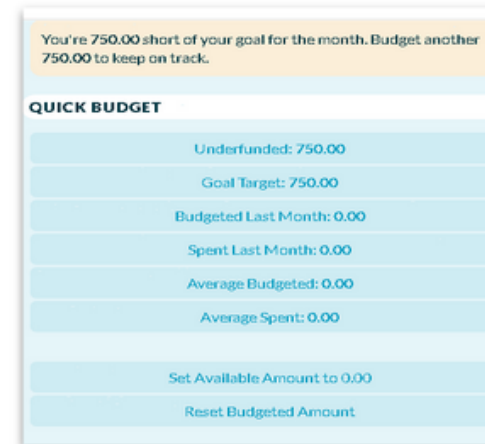
Existing resources



Epicurious feature to create a meals menu based on recipes found on site.



Serious eats provides extensive opportunities for at-home chefs to develop skills.

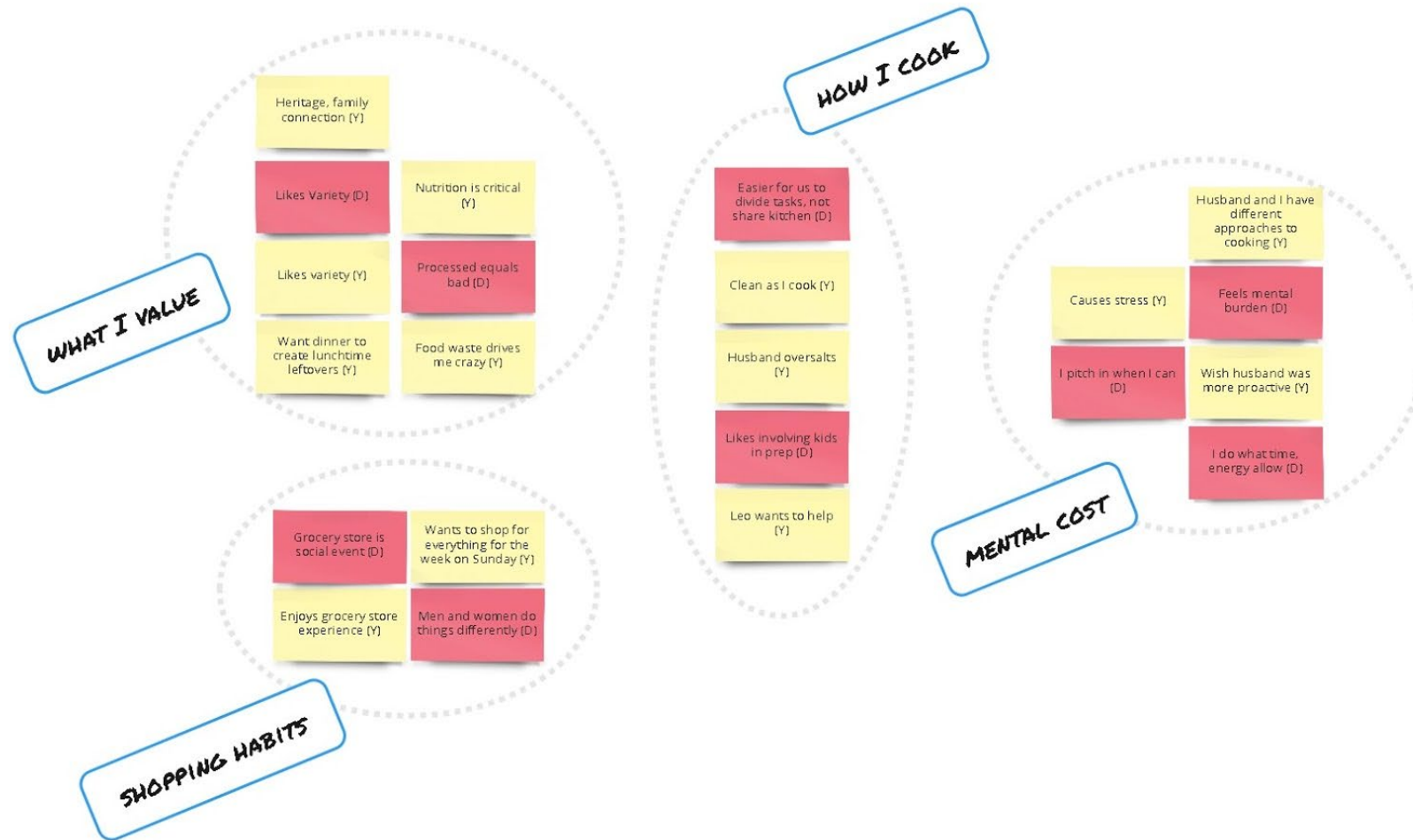


You Need a Budget lets users set spending category goals and allocate funds to cover category expenses.

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Research

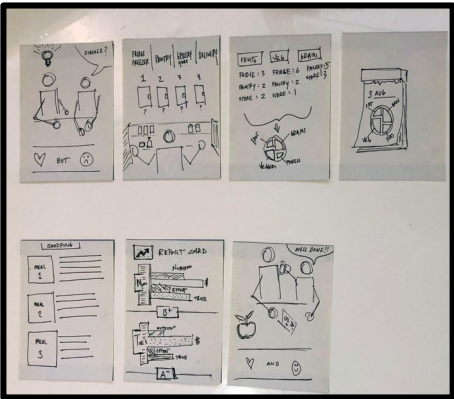
Interviews



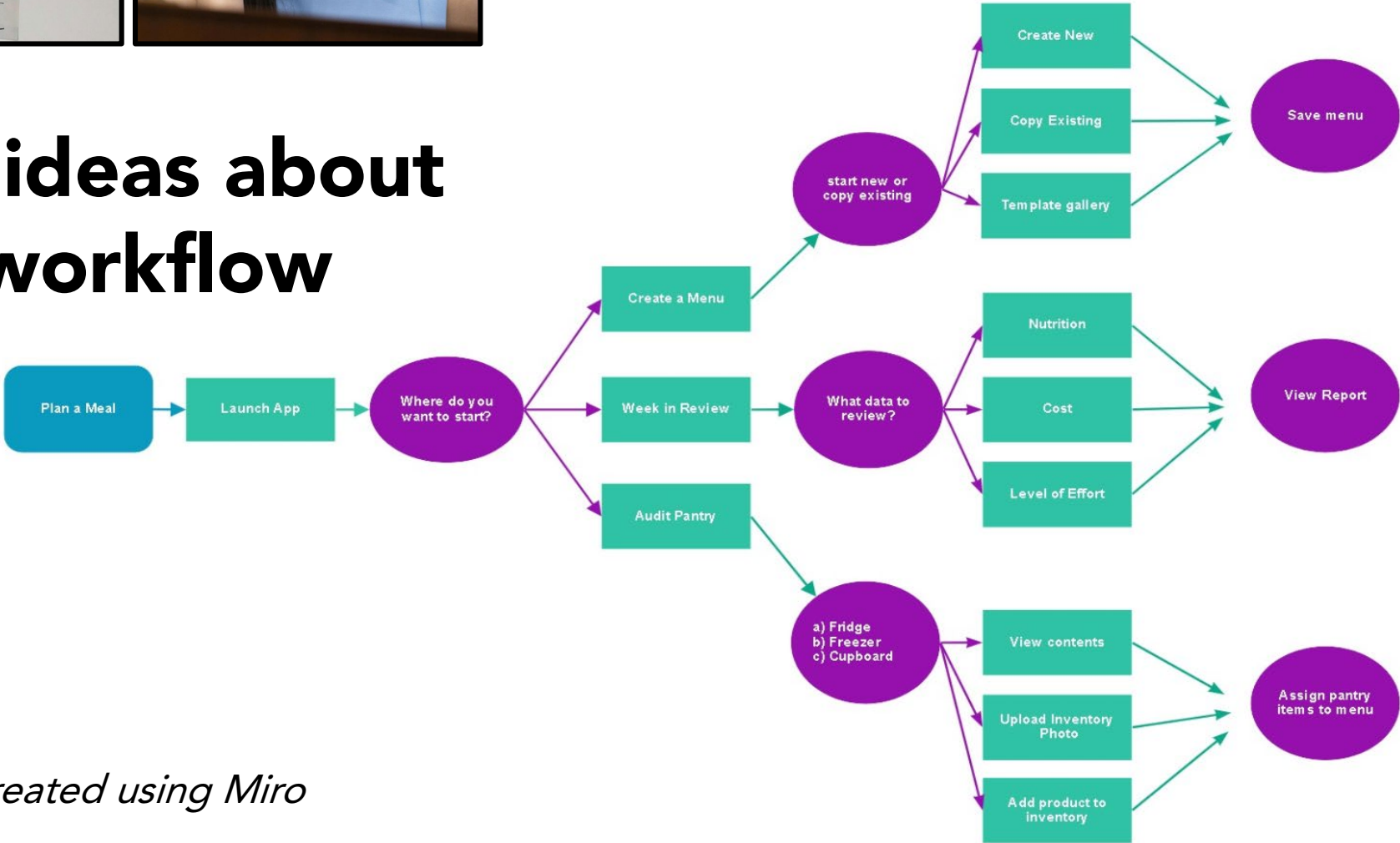
Affinity map created using Miro

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Solutions



Early ideas about user workflow



Workflow created using Miro

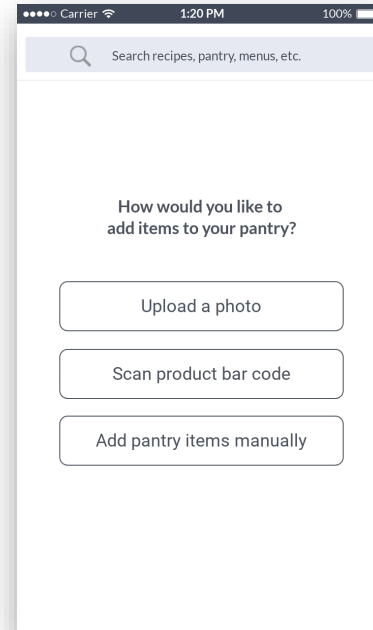
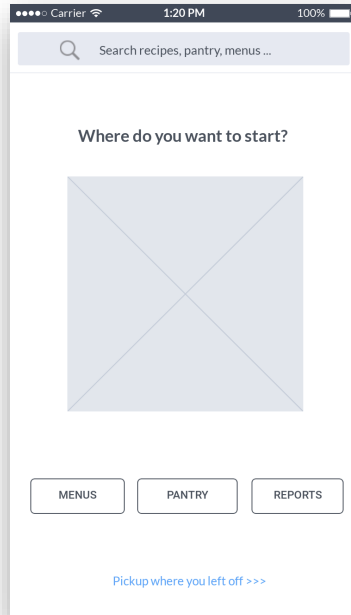
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Solutions



Olivia and her experience are always top-of-mind

From workflow to wireframes



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Test



Processing wireframe feedback

User 1

My roommate and I have different schedules. I like being able to see what ingredients are at home before I leave work.

User 2

This seems like too much work. I think I'd rather just text my husband and tell him I'm picking up avocados on my way home.

User 3

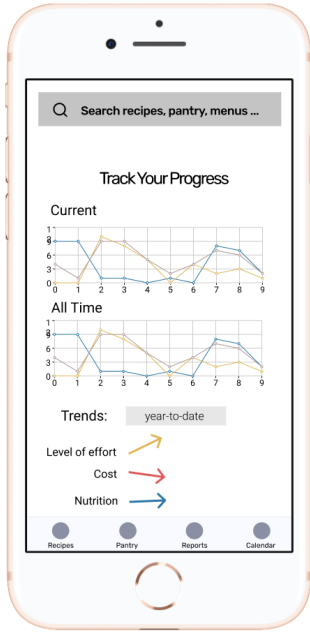
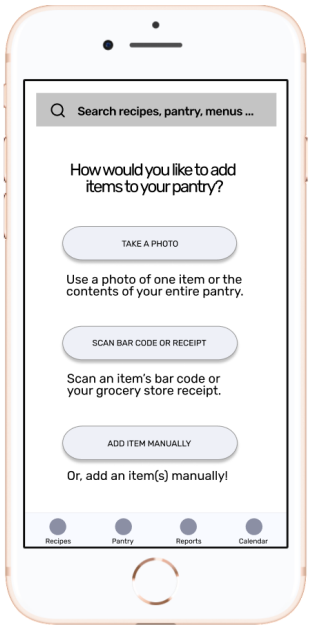
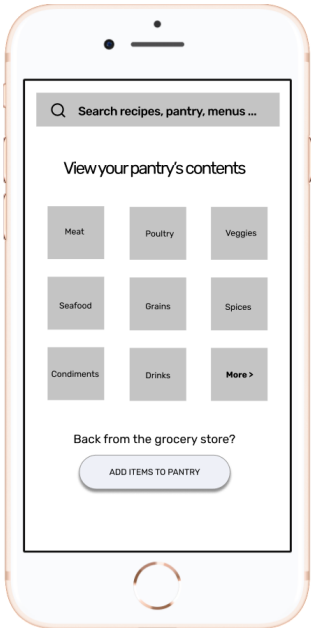
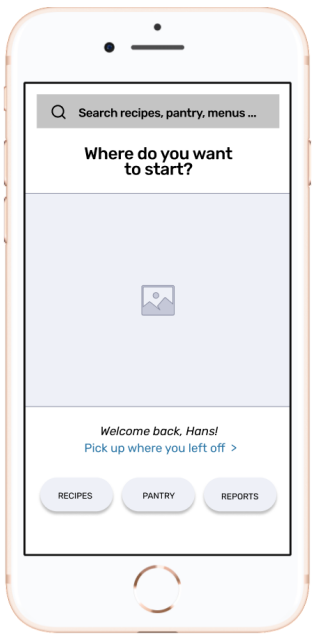
I like the progress data. "Level of effort" is too subjective.

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Iterate

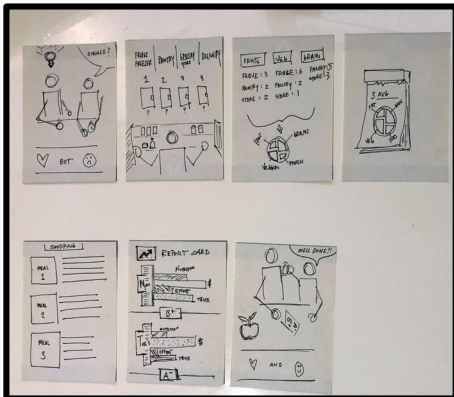


Wireframes 2.0



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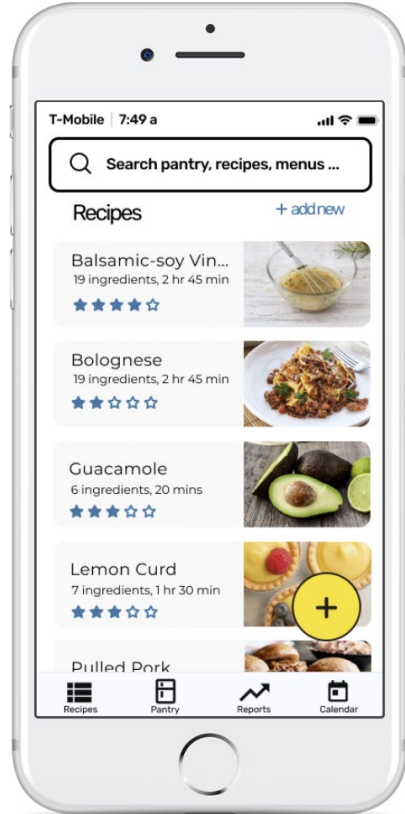
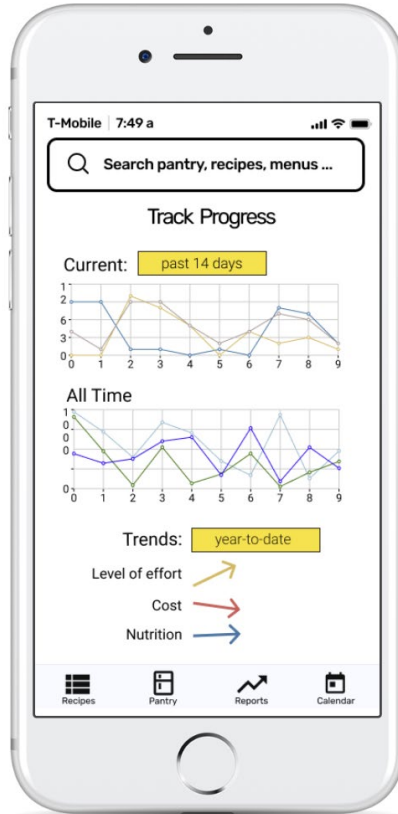
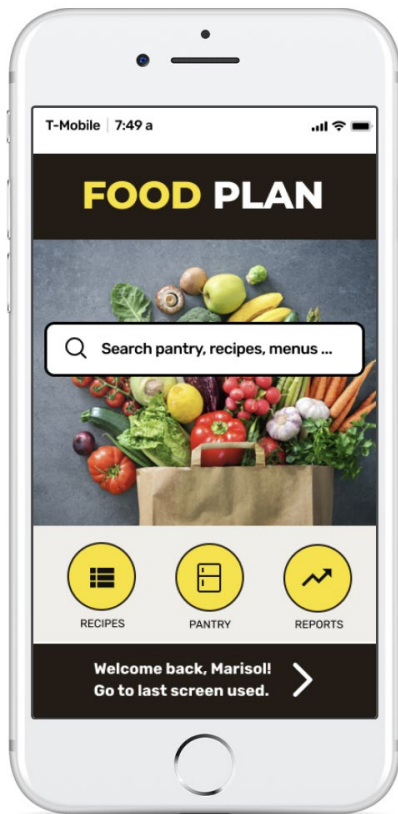
Prototype



VIEW PROTOTYPE



marvelapp.com/c93a09h



NEXT STEPS.

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SLIDES: chilp.it/4d40f5a



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