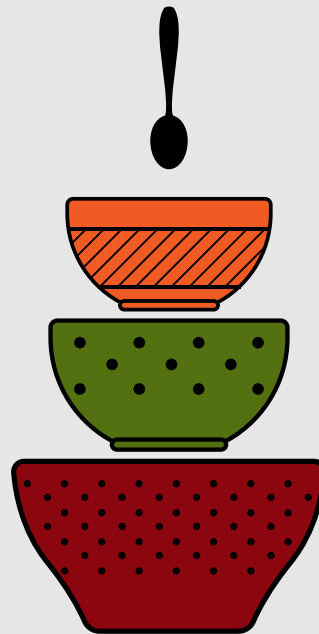




Family Meals

Family Meals



With Family Meals, the user can relax and enjoy making delicious meals together to eat with the whole family. Easily create meal plans, order groceries, and keep track of ingredients with this perfect solution for family meal-planning.

THE PROBLEM

It's very difficult for families with small children to make meals and enjoy them together.

Especially when all of the adults in a family work full time, it's challenging to even get to the grocery store, let alone plan healthy meals and cook them. Available meal plan services and apps can't take into account the needs or preferences of all family members, especially small children. Those that offer pantry tracking don't take into account the very limited time and energy these families have to devote to this task.

COMPETITOR ANALYSIS

	eMeals	PlateJoy	Meal Plan Map	Melime	Cozi Recipe Box & Dinner Planner	Meal Planner Pro
Mobile App	X	○	X	X	X	X
Custom Meal Plans	X	X	X	X	X	X
Portion Scaling	○	X	X	X	X	○
Buy Your Own Groceries	X	X	X	X	X	X
Shopping List	X	X	X	X	X	X
Shared Shopping List	○	○	○	○	X	X
Nutritional Coach	○	X	○	○	○	○
Less Food Waste	X	X	X	X	X	X
Grocery Delivery	X	X	○	○	○	○
Food Prep Delivery	○	X	○	○	○	○
Breakfast, Lunch, Snacks	X	X	X	○	○	X
Can Add Personal Recipes	○	X	○	○	X	X
Full Nutritional Information	○	X	X	○	○	X
Low-Cost Option	X	○	X	X	X	X

USER INTERVIEWS

Key Findings

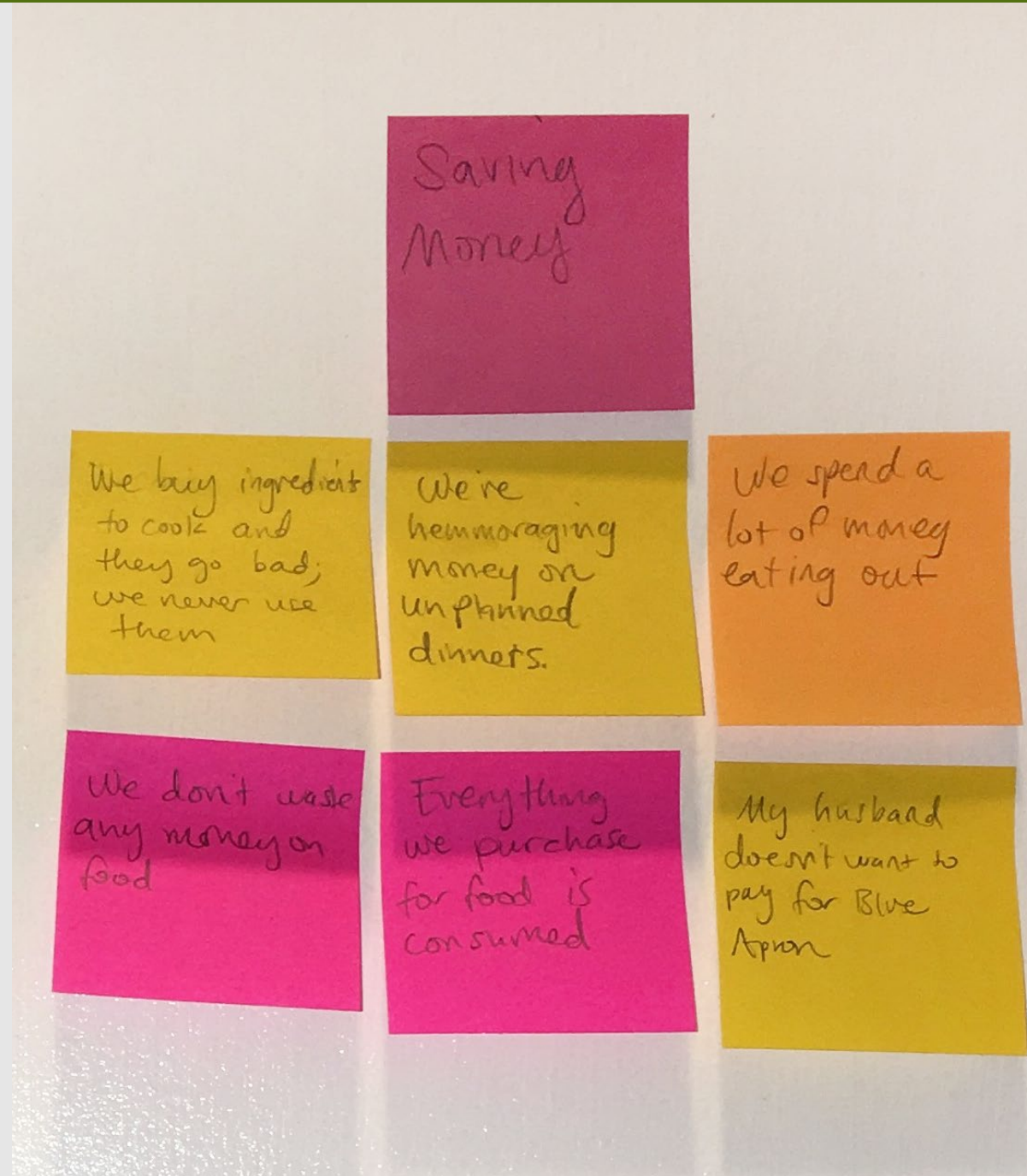
I interviewed 5 people ages 29–39 who had children ages 7 and under.

It's very difficult to get to the grocery store when both parents are working full time.

Groceries purchased for meals are forgotten about, go uneaten, and go bad. Time, food, and money are wasted.

A lot of money is being spent on takeout and fast food. Not only is this more expensive than home-cooked meals, it's potentially much less healthy.

There is no existing solution that can provide meal plans, groceries, and food tracking in a way that will actually work for busy parents.



USER INTERVIEWS, Continued

Managing Time

We don't have time to do food prep

It's hard to make time for myself to work out

I could manage my time better

I work full-time and don't always have time to get groceries

I have to schedule workouts around childcare, it's not always available

We run late a lot because we're trying to deal with Elise's paperwork in the mornings

I want to have less stress, more time for myself

I want to have more quality time with my kids

I wish I had more time to recharge

User Wants & Needs

Parents want to be able to relax and spend quality time with their families at mealtimes.

Parents want to spend less time scrambling to put meals on the table so they have more time to rest and recharge themselves.

Parents need to feed their families healthy, delicious food.

PERSONA

Alice, 35

“I work full time, and sometimes it’s too hard to get to the grocery store.”

Alice is the mother of a 3-year-old daughter. She and her wife both work full time.

Alice has a busy schedule, and sometimes she just can’t make it to the grocery store to get food for the week. When that happens, she picks up fast food or takeout instead, at least three nights a week. Even when she does manage to buy groceries, the ingredients are forgotten about and go bad, resulting in wasted food and wasted money.



PERSONA, Continued



Frustrations:

It's difficult to make time for meal-planning.

A lot of recipes just don't appeal.

It's sometimes impossible to get to the grocery store.

It's hard to keep track of what food items are in the house.

Goals:

Alice wants to feed her family better food.

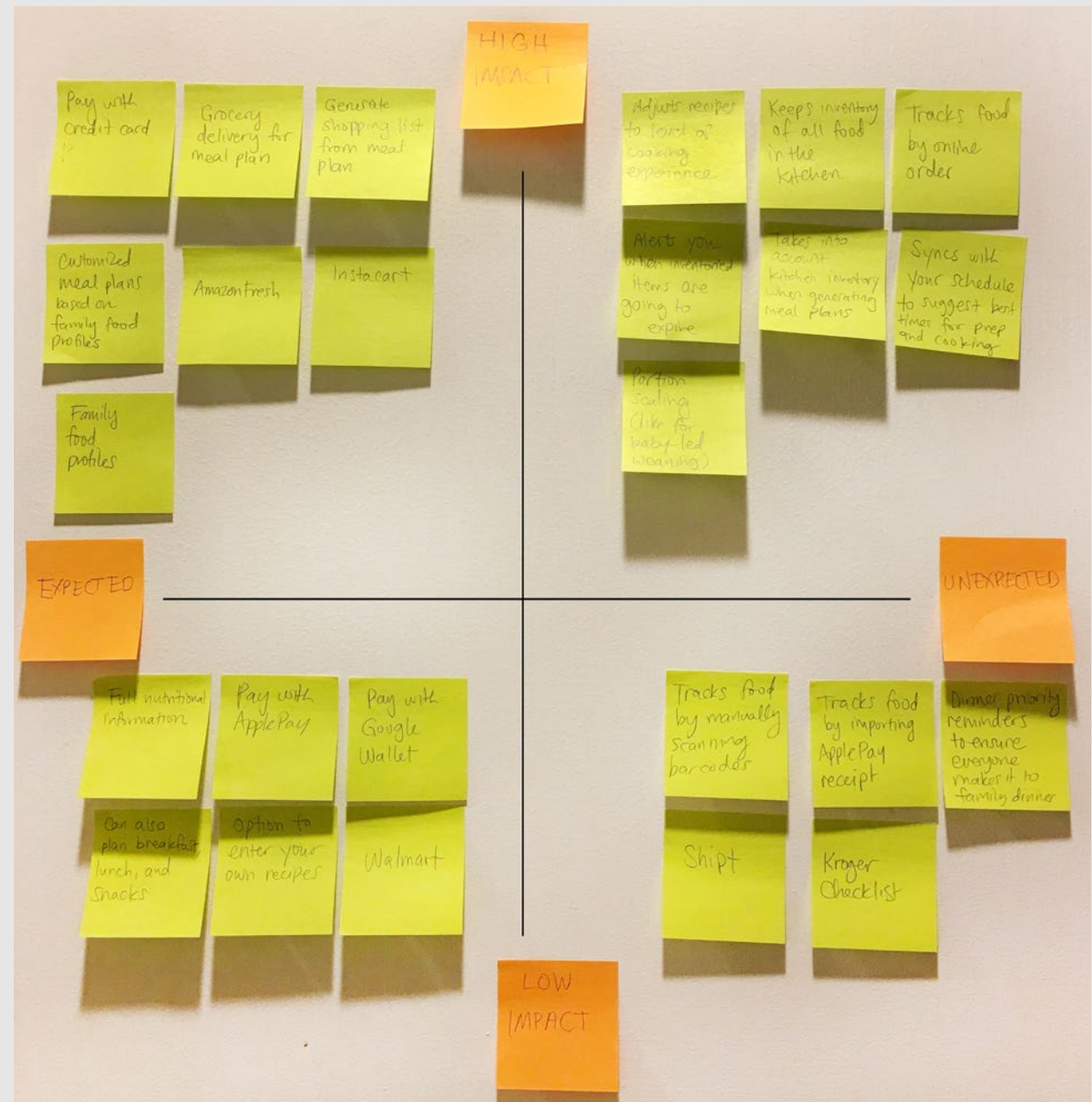
She wants to be able to relax and enjoy a meal with her family.

She needs to stop wasting money on takeout.

FEATURE PRIORITIZATION

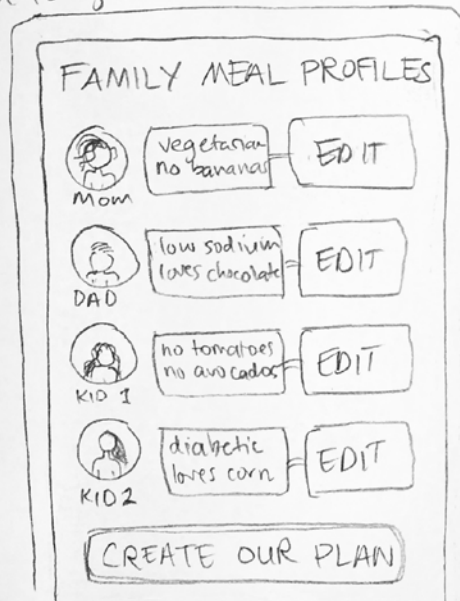
It was clear from talking to all of the parents that a truly useful app would provide them with:

1. A meal plan that can be customized to fit a whole family, including the children
2. An easy way to order groceries to be delivered
3. A way to track food on hand that would make shopping easier and reduce waste

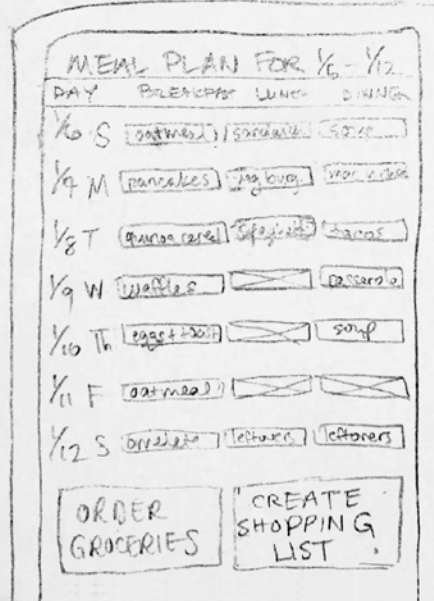


STORYBOARD

The user logs on to the app. Their family's profiles are all set up with their needs, likes, and dislikes. The user selects, "create our plan," and a customized meal plan is generated.



The user looks over the plan, makes edits or adjustments, if necessary, then chooses to order groceries or create a shopping list.



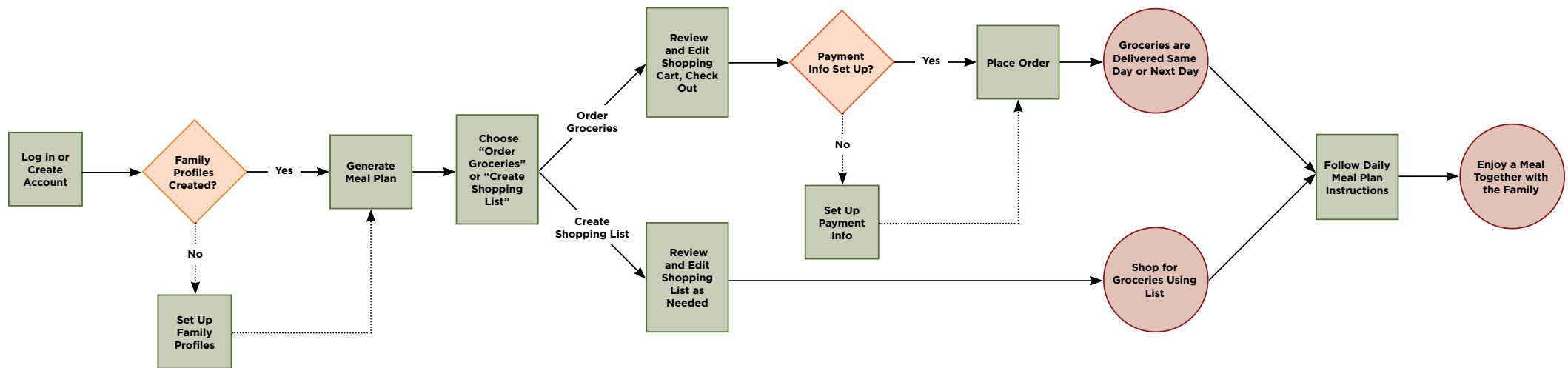
The user receives (or buys) their food, follows the directions in their custom plan, and enjoys delicious family dinners every night.



Once the user has all family **Profiles** set up, they can simply choose dates for the desired week and generate a **Plan**. They can use the automatically generated shopping list to shop at the grocery store, or they can order those groceries with Instacart. Then, they follow the meal plan and enjoy delicious meals with their family!

USER FLOW

Original Flow

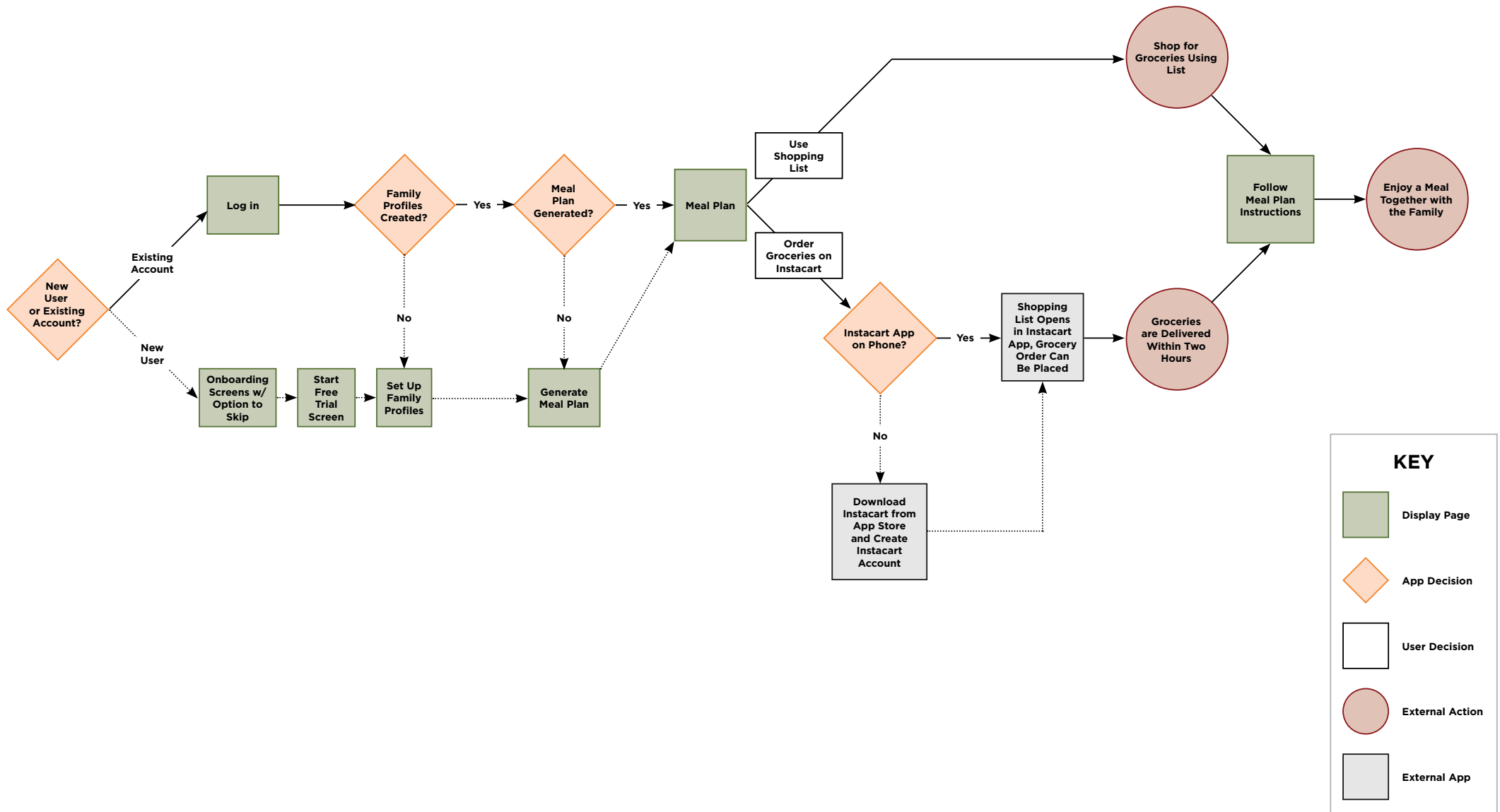


Will there be any onboarding or tutorial for the app?

Does the app actually offer grocery ordering, or is it linking to another app? That's unclear.

USER FLOW, Continued

Revised Flow



PAPER PROTOTYPE

I don't trust any app that makes me enter billing info right away.

BILLING INFO X

Cancel any time. You will not be billed until your free trial ends, then billing will be \$5/month unless you chose the annual plan.

* Last Name

* Email Address

* Password

* Confirm P

CREA

* Name on card

* Street Address

* State * Zip Code

* Card Number

* Exp Date * Code

SAVE PAYMENT INFO

I'm not going to upload a profile photo before I even know if I want to use the app.

CLICKABLE PROTOTYPE



USABILITY TESTING

Testers & Tasks

Users had three tasks to complete:

1. To “open” the app and go through the process of setting it up to be ready to generate a meal plan
2. To generate a meal plan, then choose their least favorite recipe from Thursday's meal plan and swap it for a different one
3. To indicate using the pantry tracker that they already have 1 dozen eggs, and to check that their shopping list is updated accordingly.



Does this mean I have a dozen eggs, or that I need them?

USABILITY TESTING, Continued

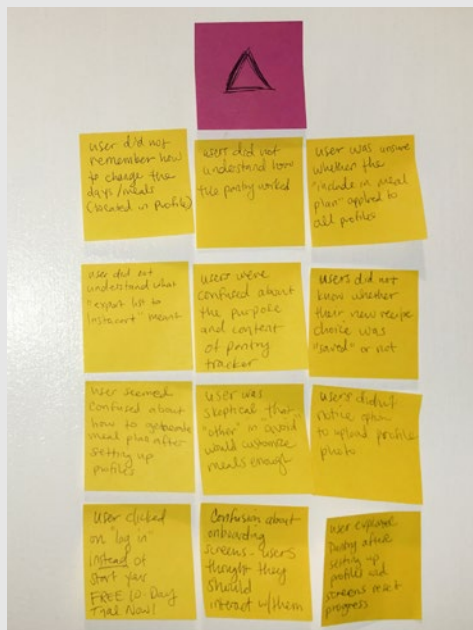


Main Plus Findings

Users found the profiles page easy to use and to navigate.

Users had no difficulty locating or remembering the location of the shopping list.

All users were able to navigate two out of the three tasks without issue.



Main Delta Findings

Users thought that the onboarding screens required interaction rather than being instructional.

Most users did not understand the function or usage of the pantry.

Users were confused as to whether the recipe they "swapped" was "saved" or not.

WIREFRAMES & REVISIONS

Onboarding



Before

After

Do I have to click on these boxes? They look like buttons...

Oh, good. I can skip all of these screens if I want to.

WIREFRAMES & REVISIONS, Continued

Plan Page

Family Meal Plan			
Saturday, June 9 – Sunday, June 15			
Date	Breakfast	Lunch	Dinner
SUN 9	Cheese + Mushroom Omelette	Quinoa Black Bean Salad	Spaghetti w/ Lentil Marinara Sauce
MON 10	Overnight Oats w/Fruit + Nuts	Tempeh Lettuce + Tomato Sandwiches	Cheesy Zucchini Casserole
TUE 11	Blueberry Smoothie Bowls	Mushroom Tacos	One-Pot Spinach Rice
WED 12	Peanut Butter Banana Toast	Spinach + Chickpea Salad	Black Bean Soup
THU 13	Easy Egg Muffins	Tangy Tempeh Wraps	Crustless Spinach Quiche
FRI 14	Banana Yogurt Smoothies	Quinoa Stuffed Bell Peppers	Lentil Sloppy Joes
SAT 15	Huevos Rancheros	Greek Salad	Sweet Potato Chili

Export Shopping List to Instacart

Open Shopping List

Profiles Plan Pantry

Before

“Export Shopping List to Instacart.” I don’t know what that means...

Family Meal Plan			
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Order Groceries with Instacart

Open Shopping List

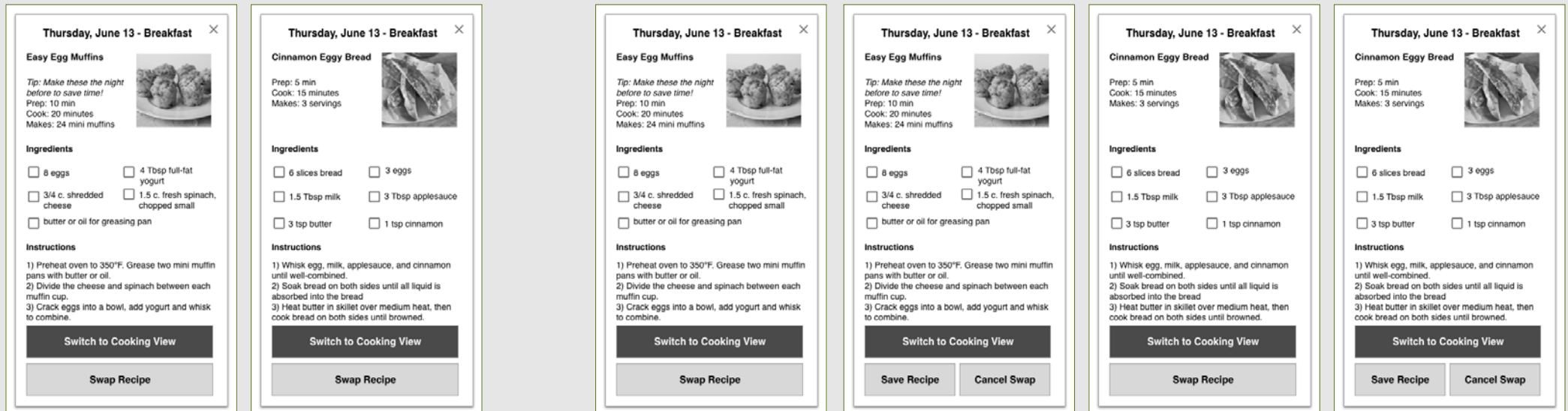
Profiles Plan Pantry

After

So I can export everything I need to Instacart? Cool.

WIREFRAMES & REVISIONS, Continued

Swapping Recipe Pages



Before

After

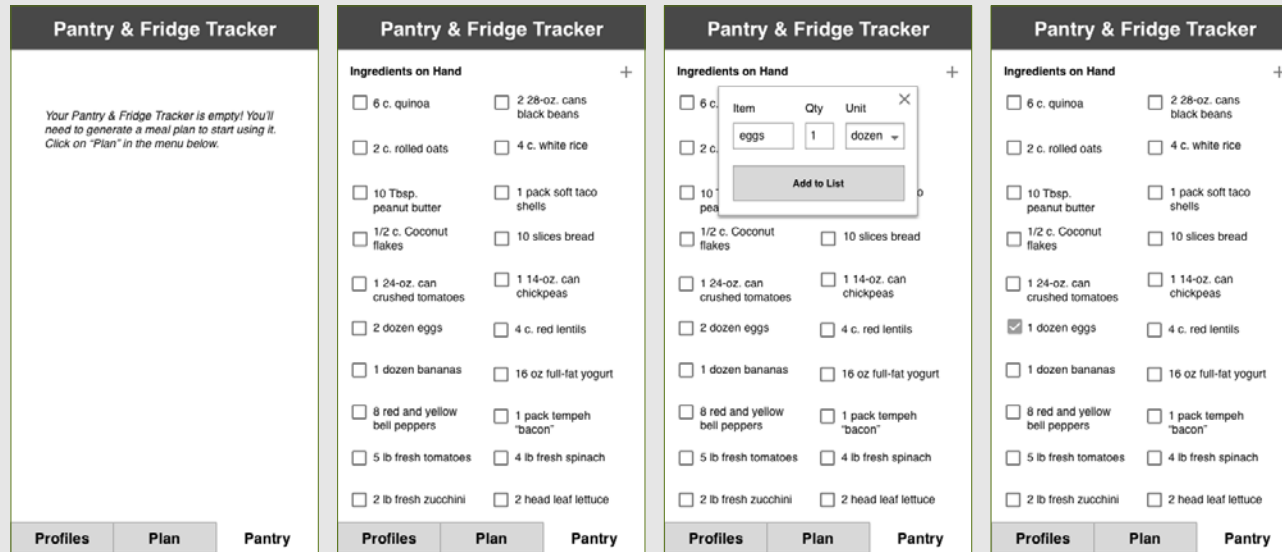
I don't like this... How do I know it saved my choice?

This is easy. I know exactly what to do.

WIREFRAMES & REVISIONS, Continued

Pantry

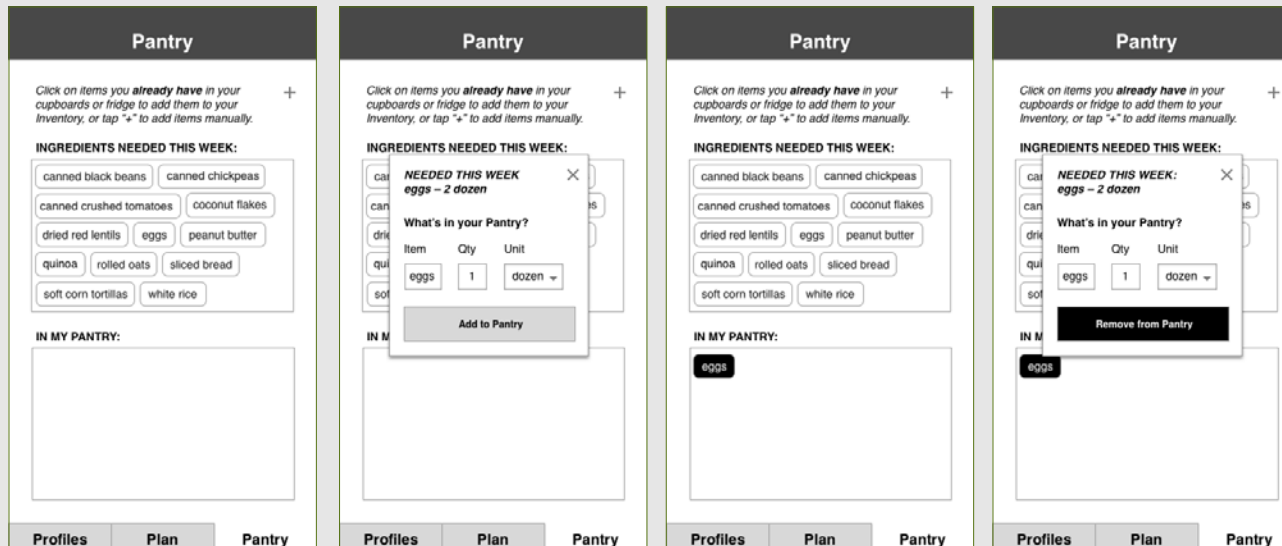
Before



What even is this for?

This makes no sense to me...

After



I like how the "eggs" go right into the pantry.

KEY FINDINGS

Simplicity is essential.

Families with small children do not have time to spend on learning a complex app, any more than they have time to inventory their kitchens. The Pantry feature was the most challenging to simplify, and took more revision and testing than any of the other features, but it also has the most potential for robust function over time.

THE FUTURE

A partnership may be the best option.

For a meal-planning app, especially one that seeks to provide customized plans, the bulk of the development would be in producing the database. For Family Meals, a partnership with groups or apps that already have a database of recipes appropriate and appealing for children would significantly reduce development and marketing costs.

Thank You!

