Many hard working and busy people need help with planning their daily meals. Often they don’t know what food they have already in their homes or what can be done with it. They need a solution that will help them be aware of their household food supplies and prepare ideas for meals that can be made from that food.

Every consumer who prepares his/her own food and makes grocery shopping should have awareness about the food he or she has already in home. Otherwise such consumer bears the risk of wasting food and unnecessary expenses. Sometimes there is also a problem of lack of knowledge and imagination of what can be done with the food that we already have. In this case the consumer will need recipes suited to the state of his/hers food supplies.

Solution could be a tool which will deliver to consumers information about the food in their home and provide recipes that can be made from these food. This will allow reduction of food waste, help with saving money and give ideas for tasty and nutritious meals.
Persona

Dan
Software designer

“I work hard and I don’t have enough time for ordinary things as planning my diners.”

About

- 33, single, 6 years of designing software experience.
- Always in hurry
- Likes to eat good, but also cheap.
- Does not sacrifice a lot of time home affairs

Responsibilities

- Maintain a good diet
- do grocery shopping

Main Goals

- Eat good
- Don’t waist food
- Save money for trip to New Zealand

Needs

- Plan his meals, without losing a lot of time
- Better knowledge about food stock in his home
- Ideas for tasty and nutritious meals

Pain Points

- Lack of creativity in kitchen
- Weak memory for the home affairs
Point of View

As a busy man
I need a way to organize my diet and grocery shopping
so that I could save money and stop wasting food.
# User Experience Journey

<table>
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<tr>
<th>ACTIONS</th>
<th>MINDSET</th>
<th>FEELING</th>
<th>TOUCH POINTS</th>
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<tr>
<td>Quitting time / Going to home</td>
<td>“Great! Now I can go home.”</td>
<td>😊</td>
<td>Car/ bike/ bus/ other means of transport</td>
</tr>
</tbody>
</table>
| Getting hungry / Planning the dinner | “Hmm I’m hungry!”
“What can I eat for the diner?”
“I cannot remember if I have anything to eat at home. I better do some shopping” | 😞            | Memory, Imagination |
| Grocery shopping        | “Pasta with tomatoes! Brilliant!”
“Do I have tomatoes at home?”
“Ahh I better buy them.” | 😞            | Shop, Products on the shelves |
| Coming back home / checking the food available in home | “Home sweet home!”
“Ohh no! I have tomatoes after all”
“I also have spinach and cheese with short expiration date, damn!” | 😞            | Fridge, Food storage |
| Preparing the dinner    | “How to combine spinach, tomato and cheese?”
“That is impossible!”
“Stupid me, wasting food again.” | 😞            | Food, Kitchen |
| Eating the dinner       | “Finally I can eat something!”                                           | 😊            | Food, Table |

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**TOUCH POINTS**
- Car/bike/bus/other means of transport
- Memory, Imagination
- Shop, Products on the shelves
- Fridge, Food storage
- Food, Kitchen
- Food, Table
Prototype

Low Fidelity prototype is available in BUILD under path: https://standard.build.me/api/projects/d9af6f4a02ab637f0cd294cf/prototype/snapshot/latest/index.html#/14774286590068205_S14

Prototype is designed for mobile devices. The best way to test the prototype is to decrease browser screen to mobile size.

My Food

The first screen of the application. Here user can see the list of products he has in his house. He can add products by clicking “Add New” or remove them just by clicking “X” on the right side of each product. If user cannot remember what he has back home he can go to “Check My Food” and if he want to check what meal can be compose from products on the list he needs to click “Check Recipe”.

Check My Food

Here user can check what products he has back home. User needs to choose storage which he wants to check. Each storage should be connected to small camera installed back in users home.
To check home storage user needs to click in icon “Take A Photo” and camera in his home should make photo and transfer it back to application. Next user can add products that are visible on the photo and go back to check recipes.

**Recipes**

Here user will receive list of recipes that are matched with content of his fridge and food storages. On the right side user will see in percentage how many ingredients he has already for each meal from the list.

User will be also able to search for other recipes so this app can be used not only as tool to finding recipes for food that we have, but also for checking what products are missing for selected meal.
In recipe view there will be displayed information which product is available and which is not.

My Diet

This is the place where user will be able to customize what kind of recipes he is looking for. He will be able to select his type of diet or exclude recipes which contains undesirable ingredients, for example such for which user is allergic.