

BRANDING

MAIN LOGO



SLOGAN

Grow a Foodie  
Be a Foodie

APP ICON



ALTERNATE



Foodie  
Garden

Foodie  
Garden



# ABOUT

Here at Foodie Garden, our goal is to create an online platform that delivers weekly meals kits with delicious, nutritious, educational, and easy-to-cook recipes for your child directly to your door.

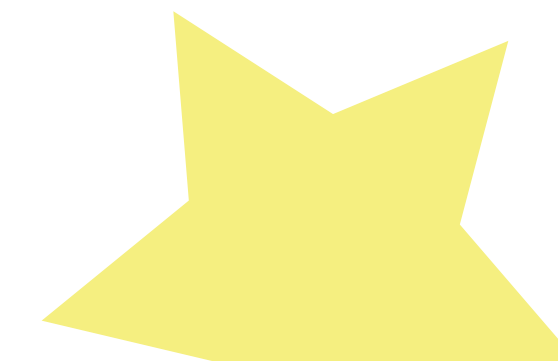
Perfect for families and schools that value food education and nutritional health for children. Learn tips and tricks on how to grow your own foods and incorporate them into one of our delicious packaged recipes. Or create custom recipes acknowledging your child's food preferences and allergies through filling out our survey. You can upload and privately share to friends and family about your child's unique food allergies and what they enjoy through their personalized profile. Foodie Garden is flexible to your specific needs.

Design delivery times for either weekly or monthly and keep track through our app's calendar. Not only for families but also school programs can use our service to educate their students/children of where their foods come from along with having their school lunches incorporating a healthier diet. You are able to skip a week or cancel your subscription with us at any time.

# SOLUTION

Foodie Garden's app is catered mainly for children's dietary needs while also being fun and educational for the whole family. The majority of well-established meal kit delivery services are mainly catered towards adults' preferences and diets rather than children's specifically.

Due to well-established meal kit delivery services catering towards adults, there are a few available in app form. However, there is a lack of existing meal kit delivery apps catering to children's dietary needs. In addition, our app makes it simple and accessible to keep track and adjust delivery times as well for children's food allergies and tastes. Along with our meal kits being delivered and tracked, our app is also able for its users to create their own profiles of their child or children's unique status privately for family members or friends.



# Competitor Research

**Little Spoon** - Deliver ready made healthy meal kits for toddlers to big kids



MOBILE



WEBSITE



**Hello Fresh** - Deliver ingredients + meal kits for adults



MOBILE



WEBSITE



**Yumble** - Deliver ready made healthy meal kits specific to children



MOBILE



WEBSITE



**Ebone Jay** ★★★★★

*“Customer service from Little Spoon is amazing! The quality of their products and ability to be reached at any given time makes things so much easier for busy parents.”*

**Hapa79** ★★★

*“my preschooler was not really into them; there were some she enjoyed but typically she'd eat a bite or two and then stop. Also, you can theoretically select your choices but what you get is ultimately determined by their availability; one time I got 7 or 8 plates of the same thing when I hadn't asked for any, just because they were out of most of what I wanted.”*

**Christine Poore** ★★★★★

*“As a pensioner I think Hello Fresh is great. I know it will be dearer than cooking my own once my discount has ceased. But I will save money in the long run as I don't waste any food as I always cook too much. Also with the special offers on future boxes & discounts on extra meals. Recipes are also easy to follow.”*

**Destiny C** ★★

*“I've been spending \$400 a month on this service( \$100 a week for 2 people) Used to have nothing but good to say about hello fresh. I've been using them for about a yr now and my past few boxes are thrown together. The boxes are missing meats, using less ice to keep food cold and I live in FL. The quality of their recipe cards have gone down . All that and they've raised prices. Unfortunately done with hello fresh.”*

**Andrea Brown** ★★★★★

*“Very happy so far! I have 3 kiddos very active in competitive sports, I own a business and work p/t, my hubby travels on and off for work. I'm glad I have a healthy option for the kids and I'm not picking up fast food / eating out as much.”*

**Amanda McDowell** ★★★

*“We tried this for about 3 weeks and while I love the idea- the foods were pretty bland and always came out soggy. The lost exciting one to my kiddo was the pizza bagel - do not recommend. It was complete mush when removed from microwave. I wanted to love this service so much but even getting 8 meals a week with lots of variety it was just ‘meh’.”*





ELAINE JOHNSON

STATUS:  
MARRIED

AGE:  
70

JOB TITLE:  
RITIED

NUMBER OF  
GRANDCHILDRENS:  
8

# PERSONA

## BIO

Elaine is a retired grandmother with 8 grandchildren ranging from 6 to 11. She enjoys the beauty of nature and loves to garden on both her front and back yards. She wants to spend as much time as possible with her grandchildren while also getting to know what each child likes and dislikes of foods they eat. Elaine wants to share her love of gardening with her grandchildren and teaching them ways to cook from what mother nature can provide.

## GOALS

- Create lasting memories with her grandchildren.
- Find activities that will help her and her grandchildren to bond.
- Share her hobby of gardening with her grandchildren.
- Teach her grandchildren to appreciate where their food comes from.

## FRUSTRATIONS

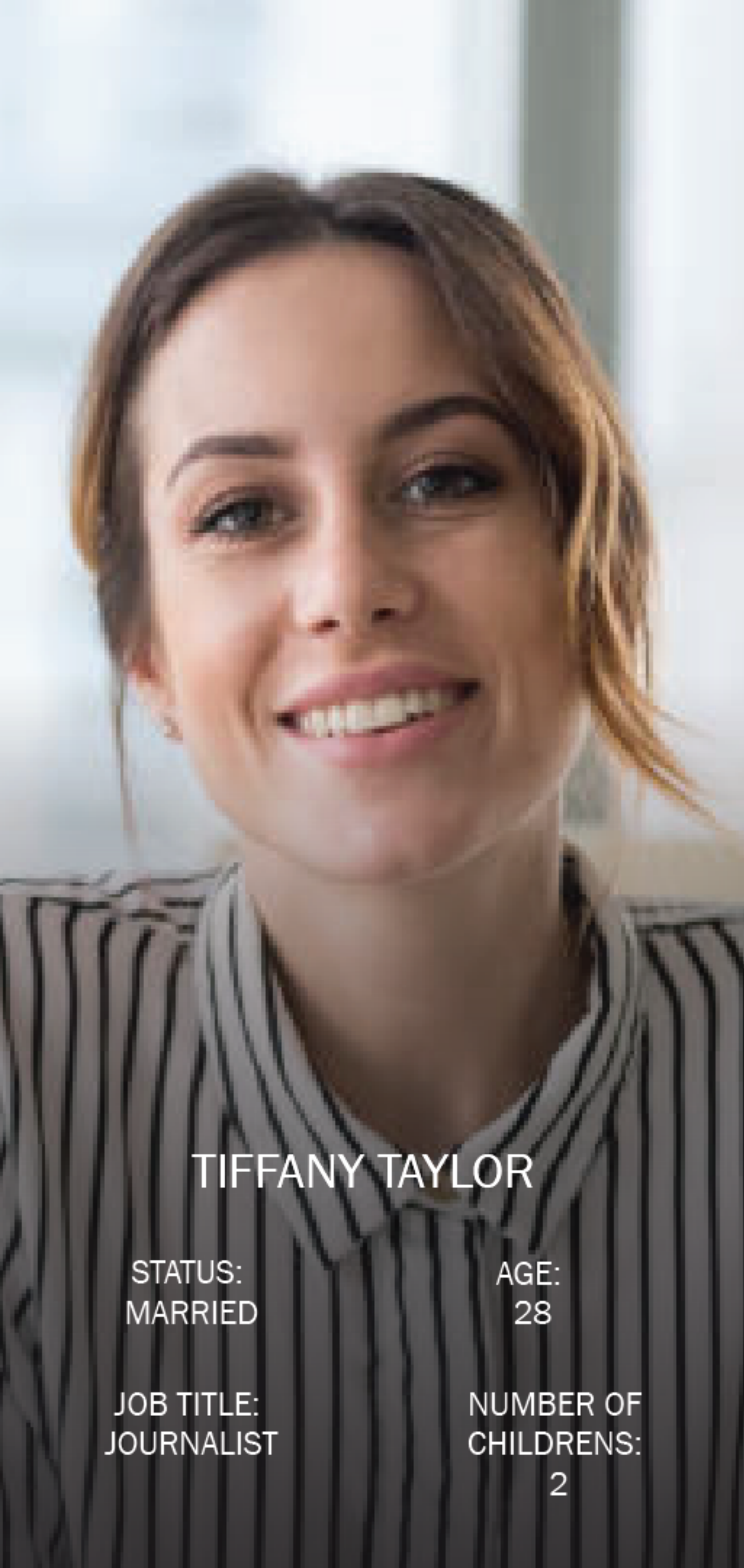
- Having difficult times remembering what her grandchildren's favorite meals.
- A lot of apps are confusing to navigate through.

## FREQUENTLY USED APPS:



“  
I would really love to  
create life-long memories  
with my grandkids.  
”





TIFFANY TAYLOR

STATUS:  
MARRIED

AGE:  
28

JOB TITLE:  
JOURNALIST

NUMBER OF  
CHILDRENS:  
2

# PERSONA

## BIO

Tiffany is a young married mother who lives with her husband in an apartment with her 2 children: one is a 6 years old girl while the other is 7 years old boy. They require a lot of attention, and both her children can be somewhat picky eaters, usually preferring to eat junk foods rather than specific fruits or vegetables. Tiffany wants to take the time spending with her family and encourage more healthier foods into her children's diets while making it interesting and fun enough for them to enjoy the experience.

## GOALS

- Leading motivations is to create memories with her family.
- Find activities that will keep her children busy and happy.
- Teach her children healthy eating habits.
- Incorporate healthier foods into her children's diets.
- Easier method to track children's tastes and allergies.

## FRUSTRATIONS

- She gets annoyed not knowing what is a new and fun activity to do with the family.
- Tiffany always feels like she is wasting a lot of time spend on planning.
- Doesn't want to spend too much time looking up fun recipes.

## FREQUENTLY USED APPS:



“  
It would be nice to have  
something that can track  
my kids allergies.  
”



# User Journey



## Tiffany Taylor

### Scenario

Tiffany is a mother of two children: a 7 years old son and a 6 years old daughter. Both of her children are known to be picky eaters and her son has specific allergies to certain foods. She wants to figure out a solution to improve her children's diets, keeping track of what they eat and don't eat as well as spending time with them.

### Goals & Expectations

- Teach her children healthy eating habits.
- Incorporate healthier foods into her children's diets.
- Easier method to track children's tastes and allergies.

### Discover

### Introduction

### Exploring

### Utilizing

### Action

- Searches "top rated kid-friendly meal kits" on Google
- Researches "healthy meal tracker apps for kids" on Apple Store
- Asks employees/family members for suggestions

- Downloads "Foodie Garden" App
- Creates an account
- Answer preference and dietary questionnaire for both of her children
- Looking through types of seeds available in the app
- Reading delivery options

- Editing the results of her children's dietary profiles
- Picking recommended recipes and seeds from the app
- Customizing the frequency of delivery package

- Checking out delivery order
- Reading tips and tricks of gardening provided in the app
- Sharing her children's dietary profiles privately to family members and babysitter

### Thinking

- Specialize in educating children and families of cooking and gardening?
- Is it easy to cook?
- "Customize recipes and specific diets to each child"
- Looks interesting, I'll give it a try!

- The signing up process is a bit complicated and time consuming
- The large amount of options is a little intimidating

- It's nice that I can easily update/change dietary profiles for both of my kids
- Convenient that the app offers different bundle packs of recipes and seeds together
- Is there hidden fees?
- Will the payment process be too complicated?

- Is the delivery tracker accurate?
- Can I cancel my subscription anytime?
- This app can be useful even without subscribing to their meal kit plans

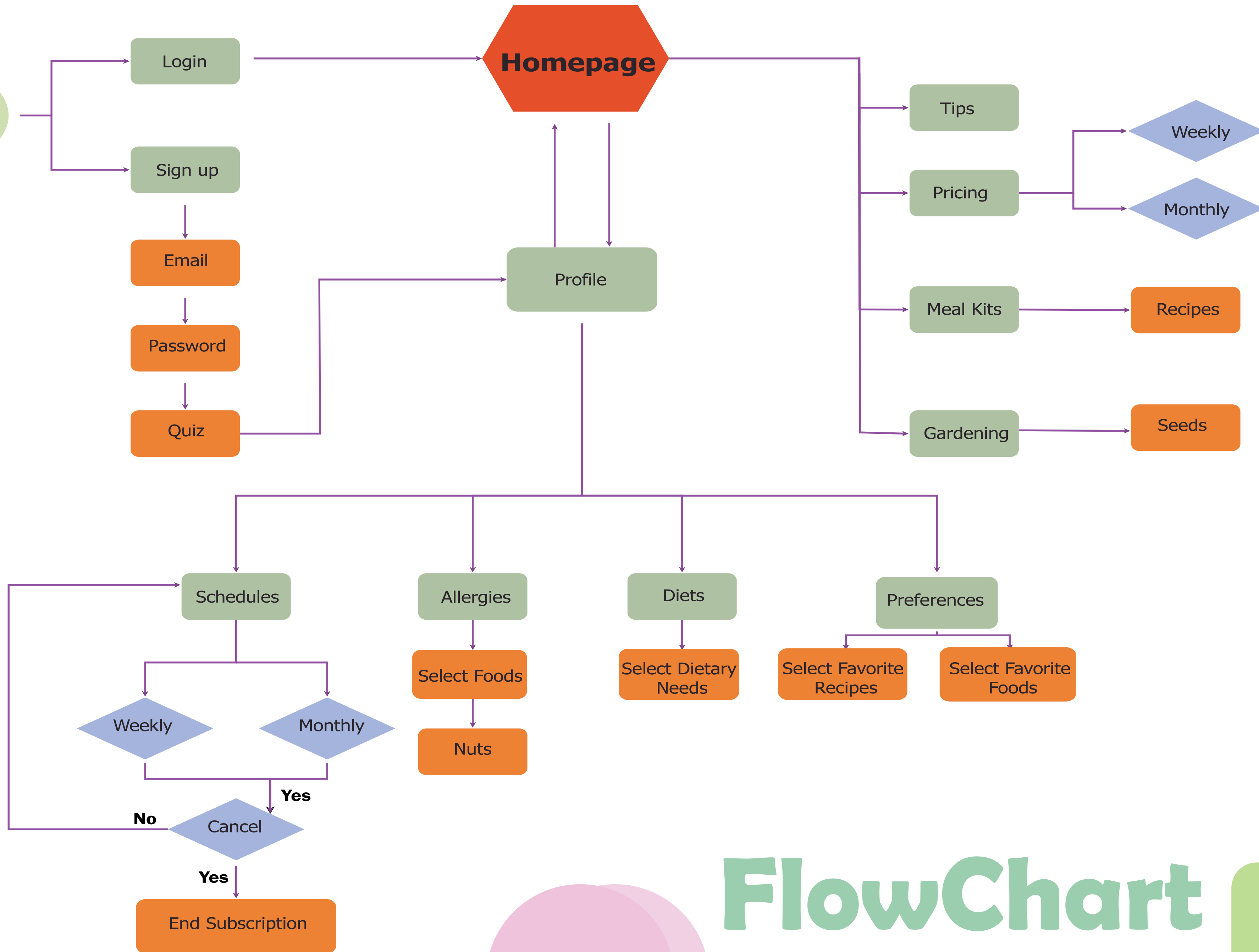
### Feeling

- Excited to learn more
- Curious of frequency of delivery and customization process

- Annoyed about the questionnaire process
- A bit overwhelmed
- Excited to view the different available options

- Happy about the flexibility of customizing profiles, recipes, and delivery times.

- Excited to interact with planting and cooking with her children
- Satisfied with the customization features and flexibility of delivery service



FlowChart



# MOCKUPS





# WIREFRAMES





# HiFi PROTOTYPE

App Prototype

