

Annapurna: Smart Indian Meal Planner

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Problem Statement

In Indian homes, meal planning is a daily struggle.

Families balance:

- Limited cooking time (working professionals, students, joint families)
- Diverse diets (veg, non-veg, Jain, diabetic, regional cuisines)
- Ingredients already lying in the kitchen (atta, dal, rice, masalas)

Result

stress, food wastage, and last-minute Zomato orders.



Target User & Pain Points

Persona: Priya Sharma (29, IT Consultant, Bengaluru)

- Lives with parents, working from home, cooks with her mom
- Wants healthy, vegetarian + high-protein meals
- Juggles long work hours and family's food preferences

Core Pain Points:

- Family members have different dietary preferences (veg/non-veg)
- Wastes vegetables bought from local mandi due to poor planning
- Planning thalis and snacks takes too long
- Resorts to food delivery when tired



Opportunity & Objectives

Opportunity:

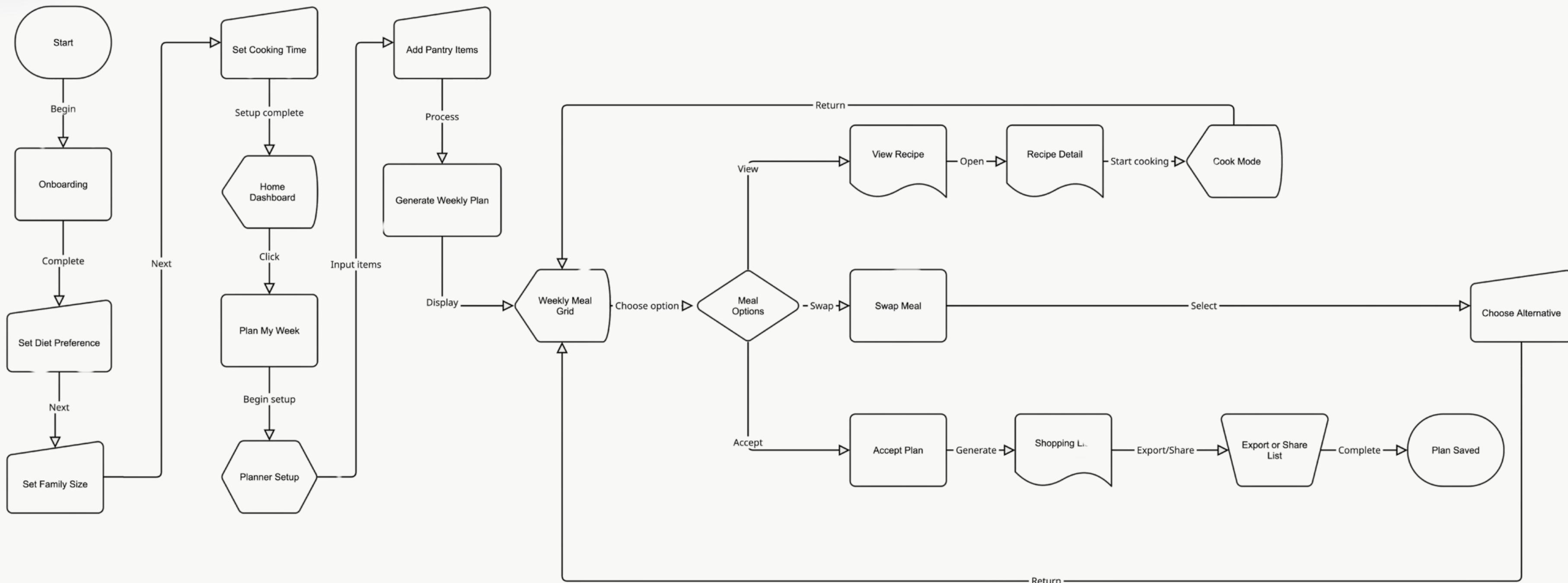
Indian kitchens are rich but complex – diverse ingredients, multiple meals per day (breakfast, lunch, dinner), and strong cultural food habits. A smart planner can bring structure to tradition.

Objectives:

- Plan full Indian meals (not just one dish)
- Respect dietary restrictions (veg, satvik, low-oil, etc.)
- Suggest recipes using ghar ka samaan (dal, chawal, sabzi)
- Reduce dependency on outside food



User Flows



Key User Flows

Flow 1 – Weekly Meal Plan

Input: time available + kitchen staples (rice, atta, dal)

Output: Balanced Indian weekly thali (dal + sabzi + roti/rice)

Flow 2 – Pantry-First Cooking

Example: I have lauki, dal, and atta – what can I cook today?

Output: Suggestions like Lauki Chana Dal or Thepla

Flow 3 – Quick Swaps for Busy Days

Replace complex meals with poha, upma, paratha in under 20 min

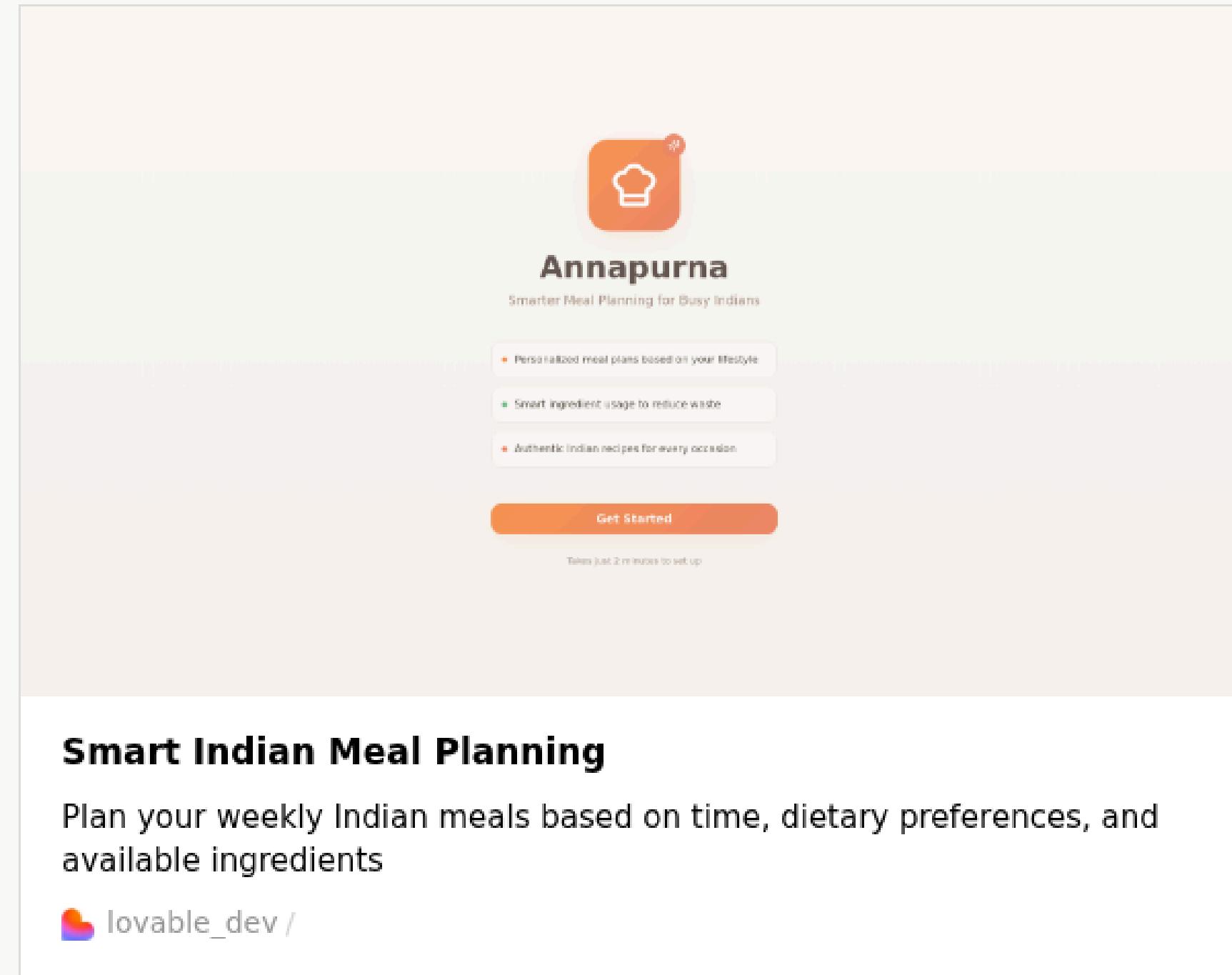
Prototype (Lovable Screens)

MVP Screens:

1. Onboarding: Choose diet (Veg / Non-Veg / Jain / Vegan), meal slots (Bfast/Lunch/Dinner).
2. Weekly Planner: 7-day grid with thalis (dal, sabzi, roti, rice).
3. Pantry: Add local items (atta, masoor dal, lauki, bhindi).
4. Recipe Detail: Indian recipes with cook time & pantry-fit tag.
5. Shopping List: Auto-generated for sabzi mandi / supermarket.

Microcopy (localized):

- “Banaye apna hafte bhar ka khana, 10 minute mein.”
- “Rasoi mein jo hai, usi se banaye.”
- “Pantry-fit: 5/7 samaan already available.”



<https://annapurna-ghar-ka-khana.lovable.app>

Testing & Refinement Plan

Usability Test Goals:

- Can Indian users plan breakfast, lunch, and dinner together?
- Do they understand pantry-fit (like atta, dal, sabzi already stocked)?
- Is the shopping list practical for sabzi mandi or BigBasket order

Method:

- 6–8 participants: IT professionals, homemakers, students
- Key tasks: onboard, generate plan, swap meal, export list

Next Iteration Priorities:

- Add regional cuisines (South Indian breakfast, North Indian thali, Bengali fish curry)
- Support for festival/fasting days (Navratri, Ekadashi)
- Grocery integration with BigBasket, Blinkit

Roadmap & Metrics

MVP (Phase 1):

- Weekly thali planner (Dal, Sabzi, Roti/Rice)
- Pantry-first suggestions
- Shopping list export

Phase 2:

- Regional recipe packs (Tamil, Gujarati, Bengali, etc.)
- Barcode/mandi receipt scan
- Nutrition labels (protein, calories)

Success Metrics:

- Time to plan meals < 10 minutes
- 40%+ meals cooked using pantry ingredients
- Reduction in outside food orders by 25% (self-reported)
- SUS \geq 75; repeat usage \geq 30%