Our Team

Coco Xiong

Project Manager UI/UX Lead

Victoria Li

Digital Marketing Manager

Ellerie Bivinetto

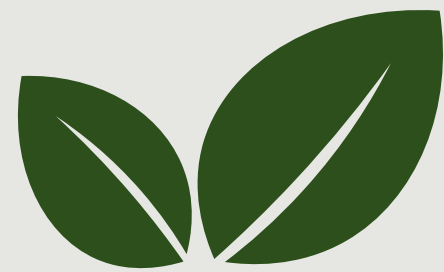**Communications Manager**

Diana Ramos

Digital Marketing Manager

Our Mission

Through designing FoodAcademy, an AI-driven all-in-one meal preparation app, we hope to shape a future where accessible, time-saving, and affordable healthy eating is the norm for college students.

The Market

TAM → College Students Worldwide
Over 235M
(UNESCO)

SAM → U.S. College Students
Over 15M undergrads, 3M grads
(Hanson, 2023)

SOM → LA College Students
Over 300,000
(Facts and Figures at USC, UCLA, and LACCD, 2023)

Customer Discovery

32 College Student Survey Responses
Full survey results: link

2.93/5 **average evaluation score on their current diet**
(1=eat randomly, don't care about timing and balance at all;
5= I follow a clear, regular plan of balanced nutrition distribution)

53% **of them are NOT satisfied with their current diet and want to improve**
(those who chose 1 and 2 out of the 1-5 linear scale question
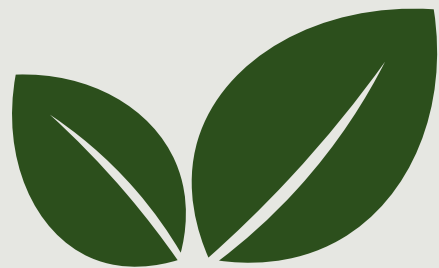"How satisfied are. you with your current diet?")

Time (75%)   **Recipe** (28%)
Budget (44%)   **Motivation** (25%)

are the biggest barriers for cooking more and eating healthier

Customer Discovery

4 Street Interviews

Do you cook healthy? Do you eat junk food?

"It's so bad, but maybe 5 times a week. I pretty much just make **frozen food** from Trader Joe's or like a sandwich"

"I play baseball, so I feel like I'm constantly eating and getting **takeout**. Maybe 6 times a week."

"I eat out every day pretty much."

"I want to cook more but it **isn't convenient** a lot of the time."

Challenges you face with cooking healthy in college?

"**Time** is a huge one for me because I usually **don't know what to cook** or I **don't have anything I can cook**. But when I do cook, I get a lot of my **inspiration from TikTok and Reels.**"

"**Grocery shopping** and **figuring out meals** are the main issues for me."

"**Finding the time** to get food and **figure out what to make**."

"Being busy in general."
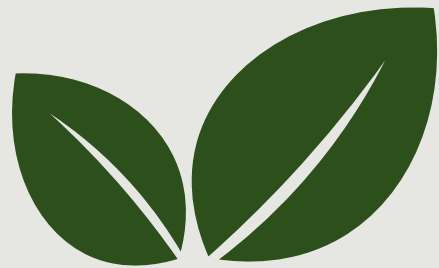
Secondary Research

College Students and Eating Habits: A Study Using An Ecological Model for Healthy Behavior
(Sogari et al., 2018)

Table 4. Summary of the main barriers and enablers to a healthy diet among college students ($n = 35$).

BARRIERS	ENABLERS
Individual-level	**Individual-level**
Not exercising	Maintenance of healthy lifestyle
Not eating healthful food	Healthy eating habits
Time constraints	Food knowledge and education
Unhealthy snacking	Meal planning
Convenience food	Involvement in food preparation
Bad mood & stress	Physical activity
High prices	Being portion-aware
Junk food home availability	
Social-level	**Social-level**
Parental food behavior and influence	Friends pressure and influence
Friends pressure and influence	Parental food behavior and influence
Low food culture	
University Environment	**Environmental-level**
College's dining services	College's dining services
Availability of high-calorie food and fast food	
Source: own elaboration.	

"As indicated by other authors [2,3,4,35], the most common factors that are reported as barriers to a healthy diet are time constraints, the high price of food items, and their availability, followed by the lack of motivation in food preparation, which is strongly related to intention."

Secondary Research

Table 3 Key enablers of healthy eating in college students at UHM (*n* = 44)

	Enabler	Definition	Exemplifying Quote
Individual[a]	Knowledge	Knowledge or awareness of nutrition, understanding of dietary restrictions, and ability to identify healthy foods	"*Being aware really does help. I took nutrition and fitness last year. It honestly did change the way I ate a little bit because I just learned a lot about eating habits and what's in food and things like that.*"
	Attitude and Beliefs	Perceptions that make healthy eating desirable	"*It's not about the body for me, it's about the energy. That's how I look at it. Food is energy.*"
	Attitude and Beliefs: Prioritization	Belief that healthy eating is a priority in relation to other factors	"*I'm the most disorganized person ever. But [meal prep] is a priority in my life. So every Sunday I cook seven dinners and then snacks and then I freeze them.*"
	Attitude and Beliefs: Thriftiness	Belief that resources should be used carefully and waste avoided	"*A recipe makes a certain amount and you're like 'well I don't want to waste this or it won't fit in my fridge and to me being wasteful is really being part of being healthy.' Like being healthy to the planet.*"
	Dietary Restrictions	Having a health condition that requires a particular diet	"*last year, I had to go to the doctor a lot because I didn't know what was going on with me. So I guess that's why you have to be healthy [....] Even though you don't want to do it, you still have to.*"
	Behaviors	Performing peripheral behaviors that foster healthy eating	"*I take time to meal prep and so I can eat healthy and it's easier for me to choose a healthy snack.*"
Social Environmental[b]	Parental Influence	Parental influence on the home eating environment that encourages healthy eating behaviors	"*When it's at home your parents monitor what you eat. Like, 'No, you're not going to eat half a pan of brownies.'*"
	Peer Support	Interpersonal support for healthy behavior change as a bonding/shared activity	"*[my best friend and I] go workout together, make dinner together. It was because that we had each other that we were like ok like 'tonight we're gonna do this it's gonna be great'. You make it fun.*"
Physical Environmental[c]	Institutional Environment	Aspects of the college environment that foster healthy eating	"*One of the things I do like about UH though is the farmers market that they have. Where it has those fruits and vegetables. That's at a really good price. So it's almost like having a mini grocery store. So I appreciate the school giving us that much.*"
	Living Situation	Positive impact of living situation on available food options	"*Now I live off campus and I pack lunches every day, so I'm not buying the food [on campus] since there are the limited healthy options [....] I definitely see better eating habits now that I'm living off campus as opposed to living on campus.*"
Macrosystem[d]	Social Media	Positive impact of social media on eating habits	"*Social media now, too, is an enabler. Because there's so many more like, vegan, vegetarian, like healthy food pages that you can find recipes on that are pretty make-able [...] I think socially and society-wise, it's being more promoted.*"
	Cost	Positive impact of cost on healthy food options	"*if we have a little more money [...] then it might be easier for some students to figure out what food they want that's more of a priority to them - which might be the more expensive healthier food.*"

[b]Individual characteristics that encourage healthy eating, including psychosocial factors (attitudes and beliefs, knowledge, self-efficacy, preferences), behavioral factors (meal and snack habits and other food-related behaviors), and lifestyle factors (perceived enablers, cost, time, convenience).
[b]Interpersonal influences (including family, friends, peer networks, and other social groups that model and reinforce perceived norms) that encourage healthy eating behaviors
[c]Influences in the community setting which influence the accessibility and availability of foods, such as grocery stores, vending machines, cafeterias, etc. such that healthy eating is easier
[d]Influences pertaining to mass media, advertising, marketing, social norms, cultural norms, food production and distribution systems, local, state, and federal policies which influence food-related issues that serve as an enabler of healthy eating

Identifying perceived barriers and enablers of healthy eating in college students in Hawai'i: a quanlitative study using focus groups
(Amore et al., 2019)

"Results from this study identify potential areas of intervention, such as improving nutrition knowledge (individual), offering more healthy options (physical environment), or reducing cost of food (macrosystem)."

Competitor Analysis

Direct Competitors (Similar Services)

	In-App Grocery Shopping	Content Creating / Community	Calories / Nutrition Facts	Personalized Diet Suggestions	AI-Build-In Q&A & Detailed Customization
FoodAcademy	✅	✅	✅	✅	✅
Blue Apron	✅	✖	✅	✅	✖
PlateJoy	✅	✖	✖	✅	✖
Paprika	✖	✖	✖	✅	✖
HelloFresh	✅	✖	✅	✅	✖

Indirect Competitors - Social Media Platforms (IG, YouTube, RED)

The Problem FoodAcademy Solves

College students' difficulty in maintaining a healthy diet due to financial constraints, busy schedules, and limited healthy campus food, affecting their well-being.

FoodAcademy's Solution

AI Chatbot

- Save time for searching/navigation
- Boost personalization

Labels & Filters for Recipes

- Nutrition facts
- Estimated time
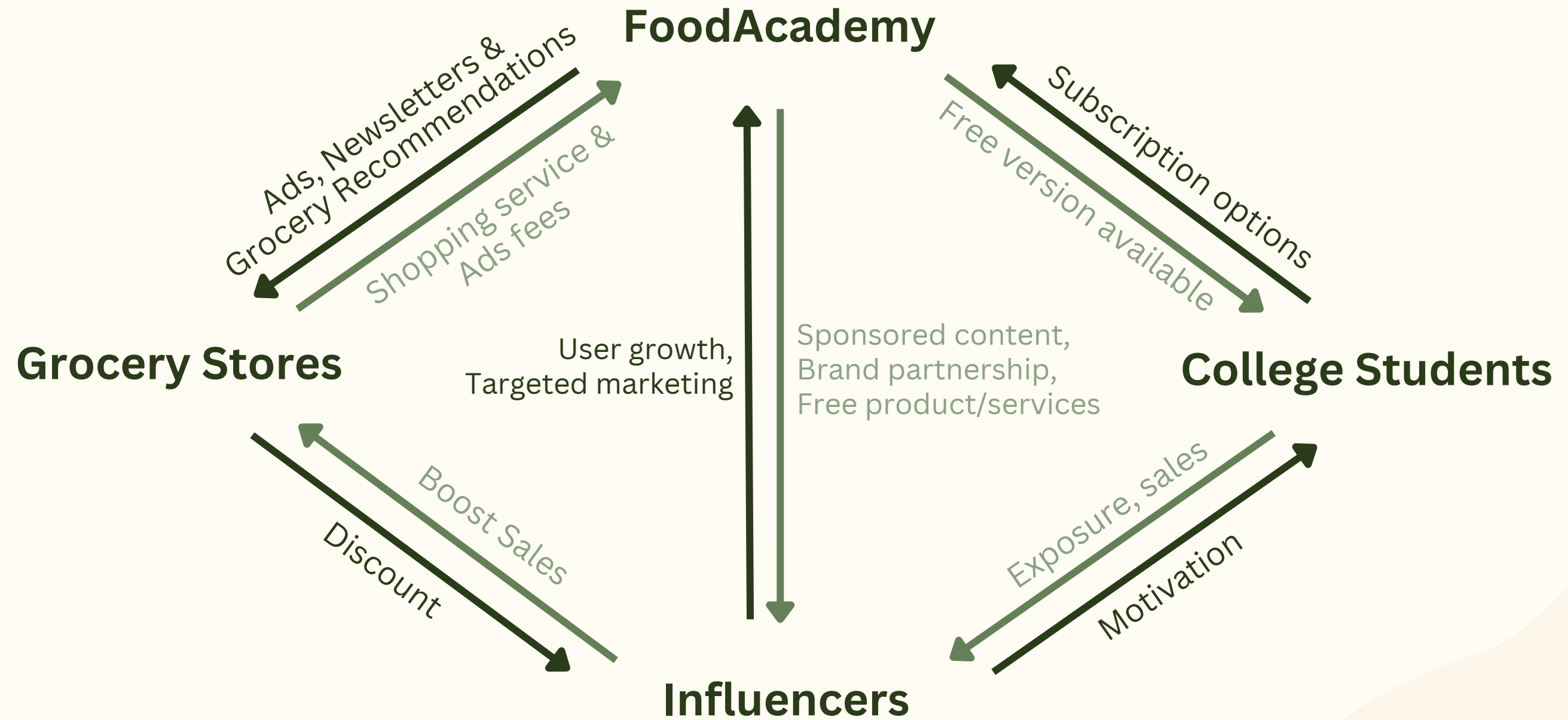- Calories/Fat/Sugar Indicator

Community Feature

- Influencers (motivation booster)
- Personalized newsletter

In-app Grocery Shopping

- Save time
- Integration (all-in-one app)

Business Model

FoodAcademy

Grocery Stores

College Students

Influencers

Ads, Newsletters & Grocery Recommendations

Shopping service & Ads fees

Subscription options

Free version available

User growth, Targeted marketing

Sponsored content, Brand partnership, Free product/services

Boost Sales

Discount

Exposure, sales

Motivation

User Journey

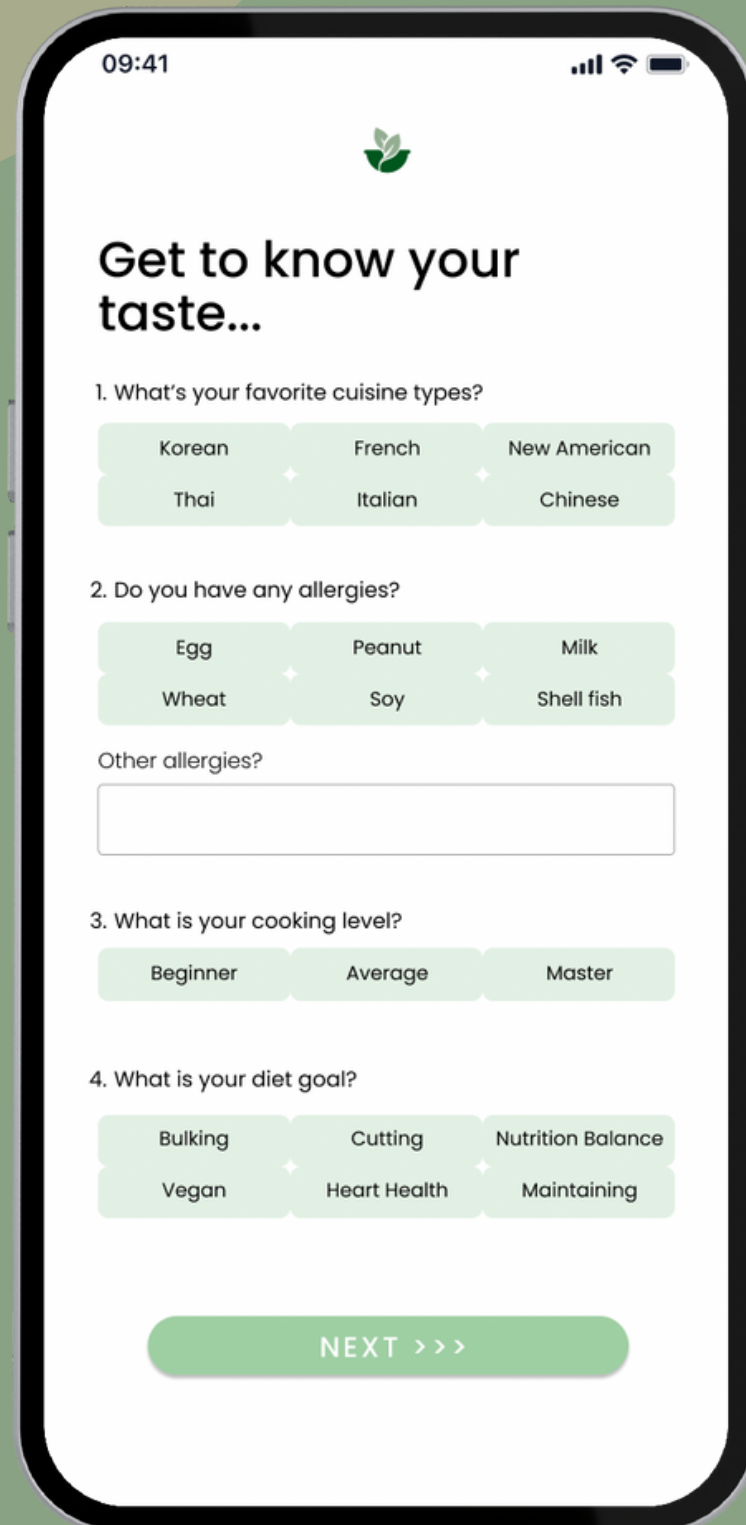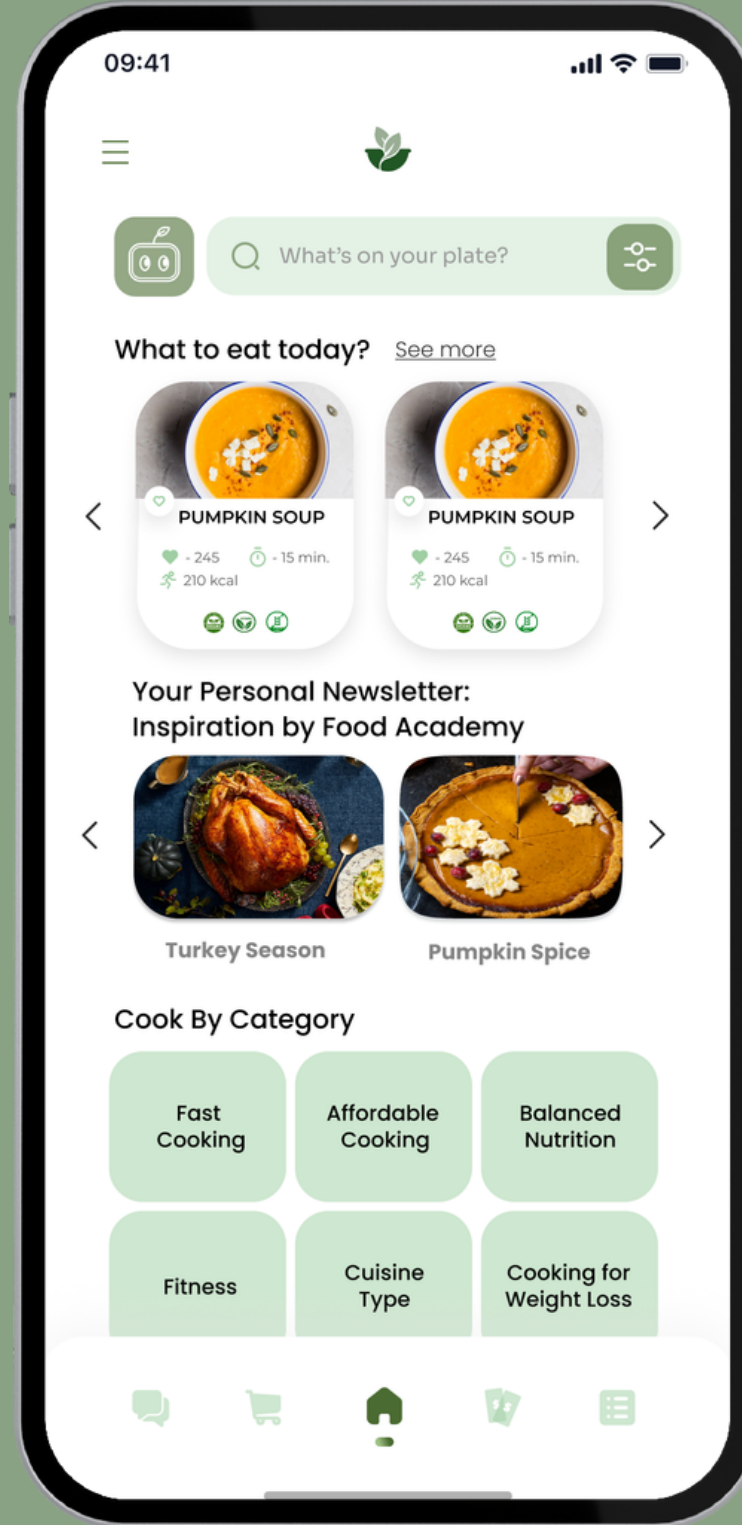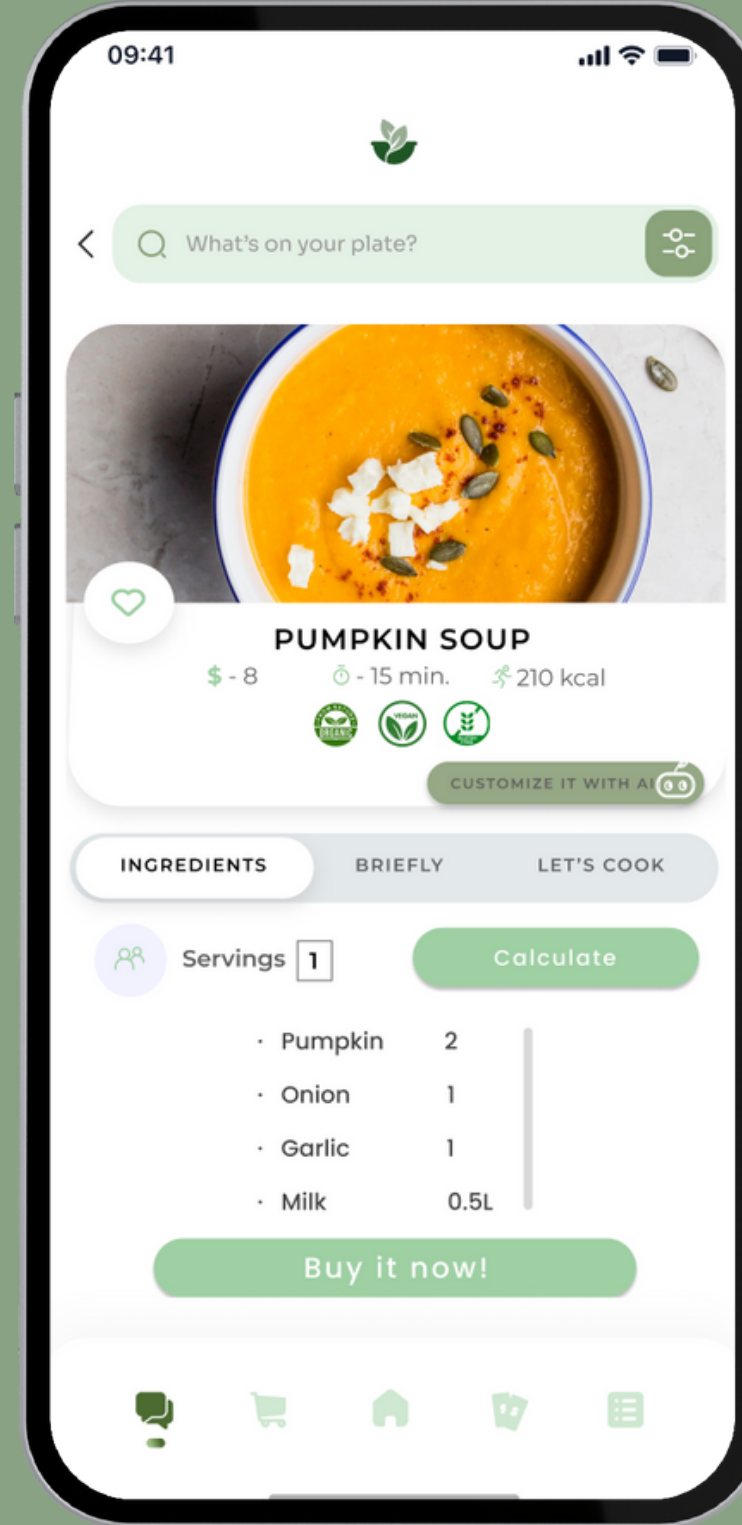| Scope and goal	A user journey map for users looking for cooking recipes online to prepare customized quick & budget-saving healthy meals					
Phases	**Search**	**Read the recipe**	***Buy / get the ingredients*** (optional)	**Cook!**	**Eat**	**After eating**

User actions, tasks and activities	• search
	  • based on an ingredient
	  • for a dish
	  • based on what I currently have in the fridge
	  • based on diet restrictions (vegetarian, gluten free, etc.)
	• read the "preview" of the recipe
	• decide if they want to open and read the full recipe or keep on searching
	• filter to remove some of the results
		• see photos of the recipe
		• read the list of nutrition facts
		• read the list of ingredients (and check if you have them at home)
		• evaluate the recipe vs user own criteria (level, tools, ingredients, costs, time, number of servings)
		• save it / cook it
			• check the list of ingredients
			• choose a grocery store to go to / to buy online
			• try to find the ingredient in the store / online
			• pay
				• prepare ingredients
				• follow the recipe
				• go back and forth between the recipe and your kitchen supplies
					• serve the meal
					• put it on the table
					• eat
						• wash the dishes
						• review the recipe
						• share (pictures, the recipe)
						• save the recipe to cook it again later
						• check budget
						• search for long-term diet plans / influencer's / challenge group

Emotions, thoughts and feelings	😊 neutral and curious 😋 hungry	😠 annoyed at ads 😊 curious about the recipes, focused on finding the best one • "do I have all ingredients?"	😟 feel troublesome to search for ingredients and may need to go out or switch to another food delivery app	😰 anxious to fail the recipe: is it going to be good? • focused on cooking • "did I miss any step?" • "do I have all ingredients?"	😊 happy to eat 😠 angry if it was not good	😊 happy to bookmark/ share if it was good 😠 angry and wants to put a bad review if it was not good 😊 curious about exploring diet communities and spend
Painpoints	• Don't know what to cook/search • Too many results • no time & budget indicator • slow loading • too many ads • no results • no customizable options	• bad review on the recipe • no healthy diet facts • too much text/story telling • no picture / the picture is awful • ingredients are missing • need to calculate different portions of the recipe	• too many store options • grocery shopping takes time • need to switch to other apps / go out	• it's annoying to switch on the phone off again when you have dirty hands • hard to scroll with dirty hands • losing the part that I was reading		• reviewing might take time • need to check bank account for budget and spend
Opportunities (for features, improvements)	• Daily inspiration/ recommendation • Preference survey - create account • AI bot that enables customization • Recipe view history • Saved recipe page • Time & budget indicator on recipe preview	• nutrition facts & calories • customizable serving size & ingredient calculator • AI assistant for customizing any ingredients • Button directly leads to grocery shopping page	• In-app grocery shopping feature • auto-fill shopping cart for selected recipe • AI's recommendation for stores • Personalized newsletters from stores nearby	• feature to disable sleep mode • text to speech: have the device "read" the recipe with voice control		• easy-share feature • Budget manager • Community feature (food-themed social media) • AI assistant on all tasks above
Touchpoint	• Create account & onboarding • Home page • Search bar & filter • AI bot • Community feature	• Recipe page • Transition to AI chatbox	• From recipe page to grocery shopping page • Shopping cart • Check out	• Let's cook tab on recipe page • AI voice control		• Interaction buttons on recipe page • community page • budget manager page • AI assistant

Wireframing

Welcome Page
- Logo
- Name
- Headline

Login Page
- create an account

Preference Page

Get to know your Apetite...

Q: ____

Q: ____

"The 1st step to build your personal food academy/menu palace"

- Favorite Cuisine Type — location?
- Allergie
- Cooking habit/level (master, newbie, etc.)
- Diet goal
- Where do you go to get groceries
- Time
- Budget

Communit

Recommended Influencers

Recommended Influencers (?)

Skip

Home Page

A.I. Bot

regular search bar

filters

DISCOVER   Following

Recommendations for Today

< Recipe   Recipe   Recipe >

Prioritize community or grocery/ category?

What's happening in Grocery stories

COOK BY CATEGORY

FAST | Cheap | Nutrition | Diet

Community   grocery   budget mana   saved recipes

(Shop directly)

/menu palace"

(our own grocery channel/ collaborate w/ grocery delivery eg. instacart)

XXX

History

preferences

Settings

Recipe

is it the recipe that you need help with?

Yes

what do you need abt this recipe?

Clickable buttons
substitute ingredients
make it faster? (simplify it)
make it cheaper?

make it faster

Revised recipe

view   buy ingredients

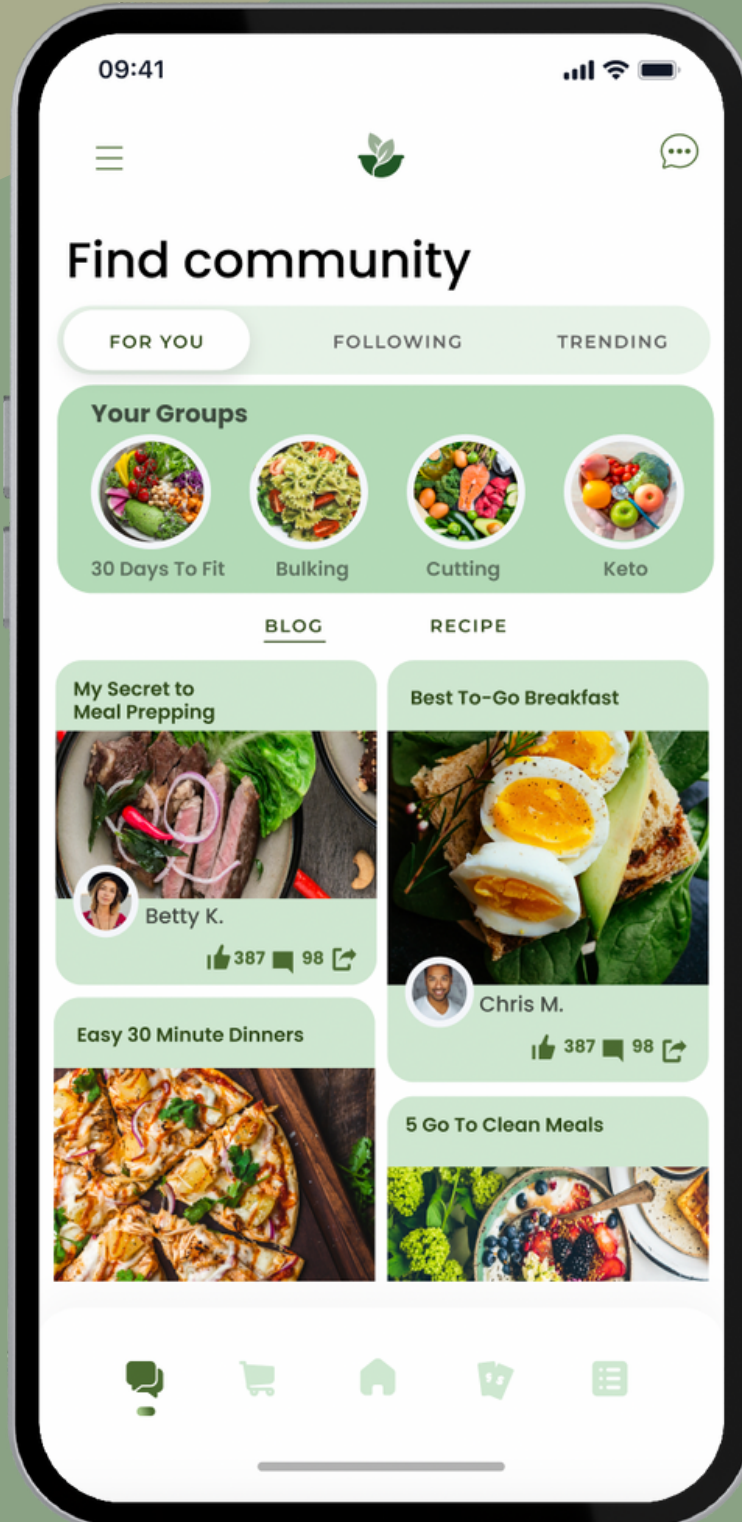# Figma Hi-Fi Prototype

New User Preference Survey

Home Page
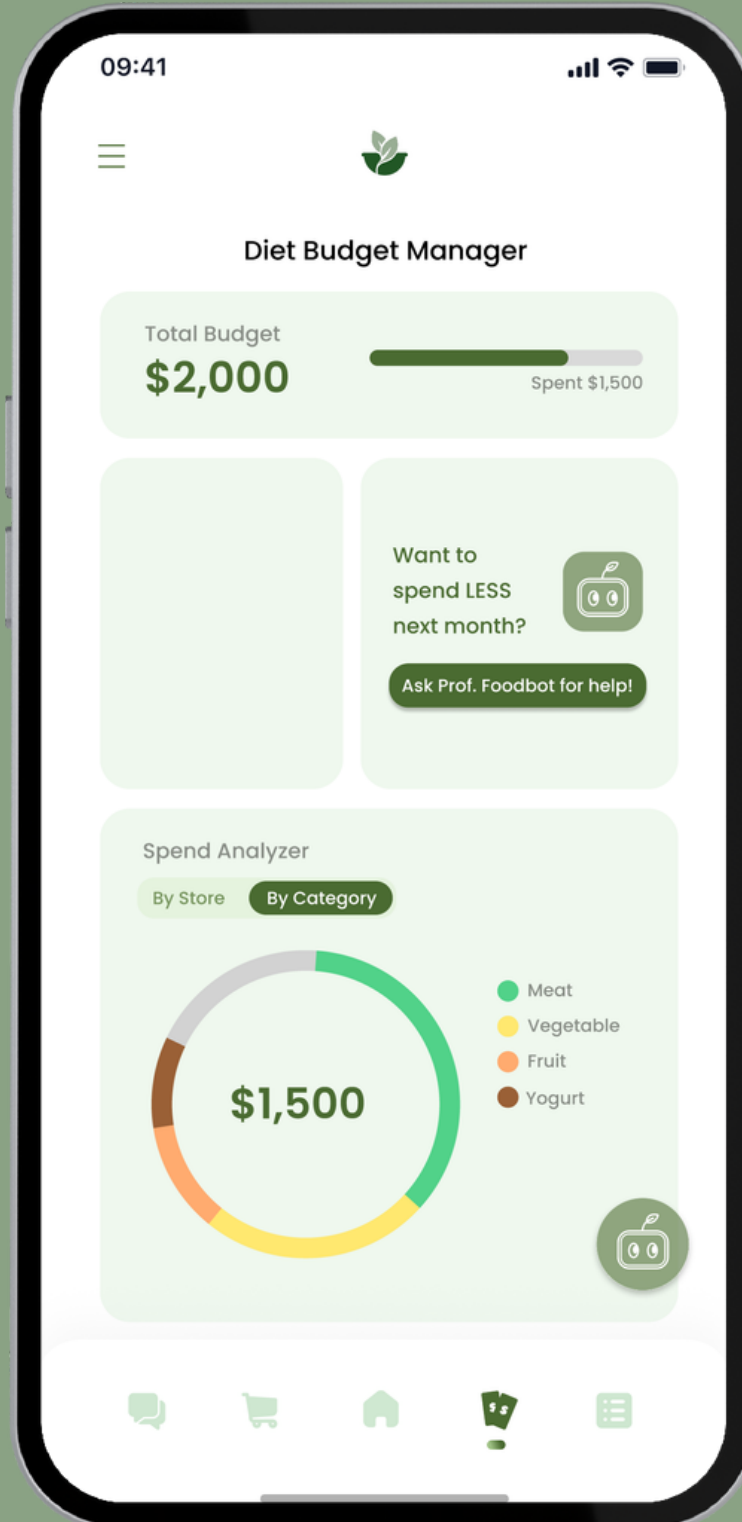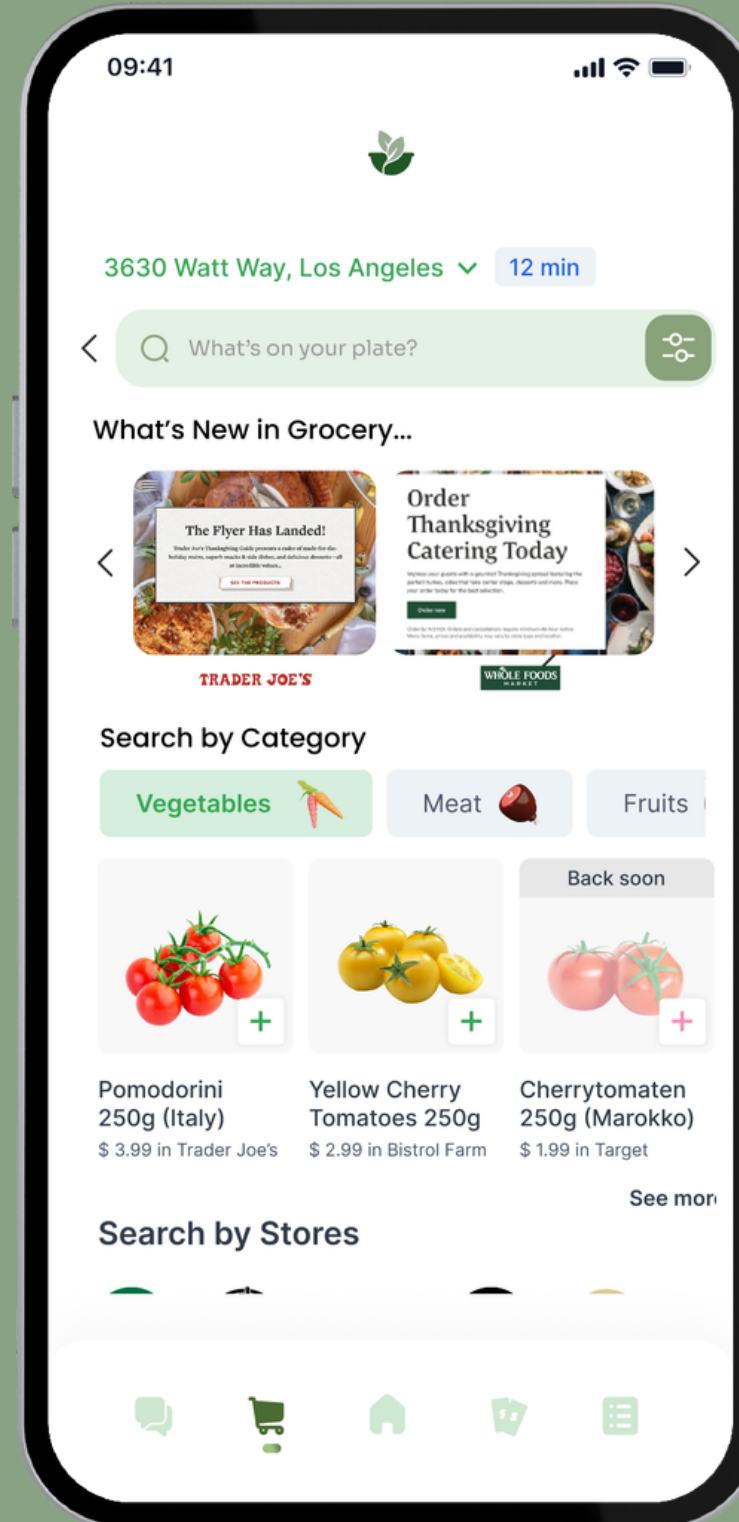
Recipe
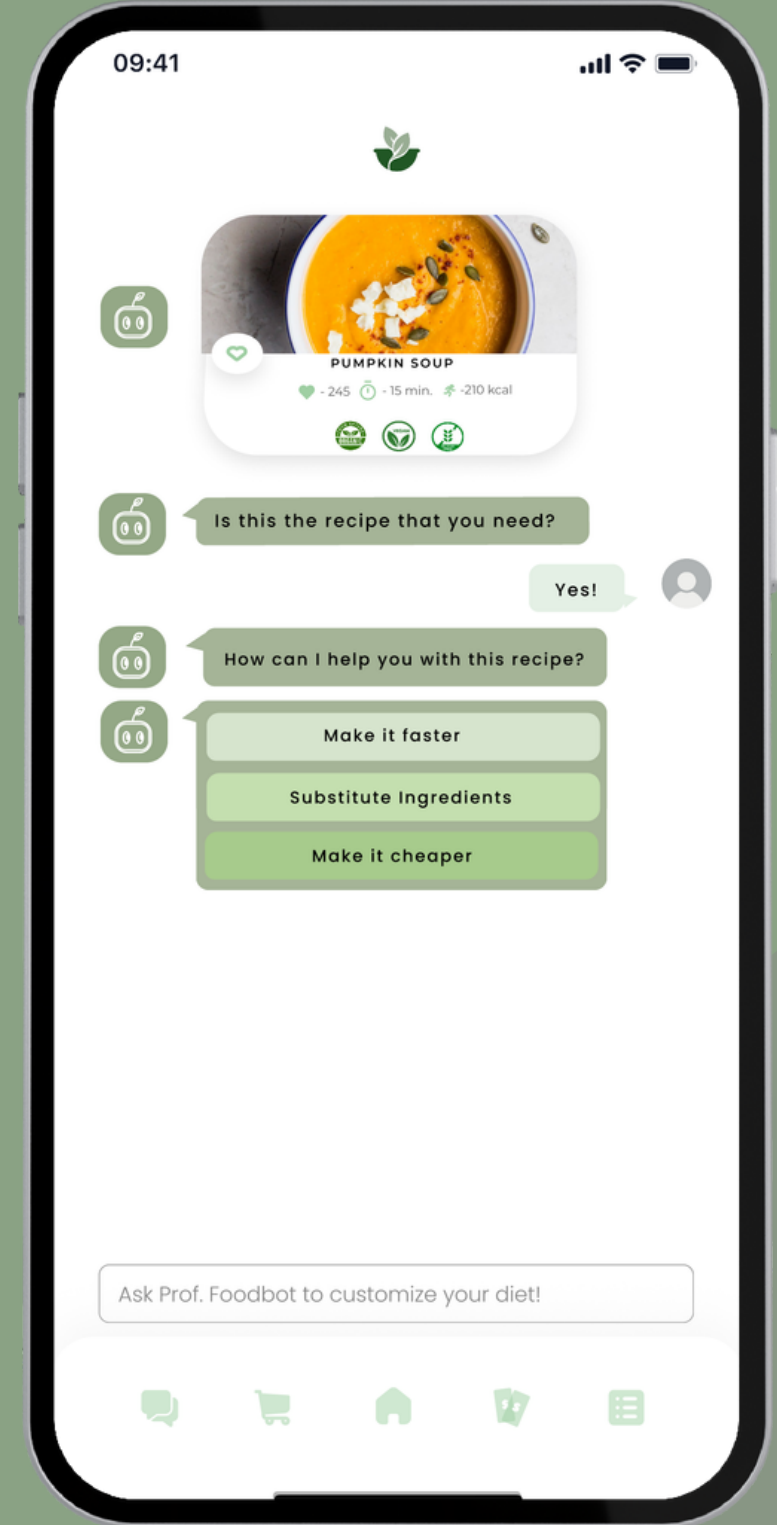
AI Chatbot

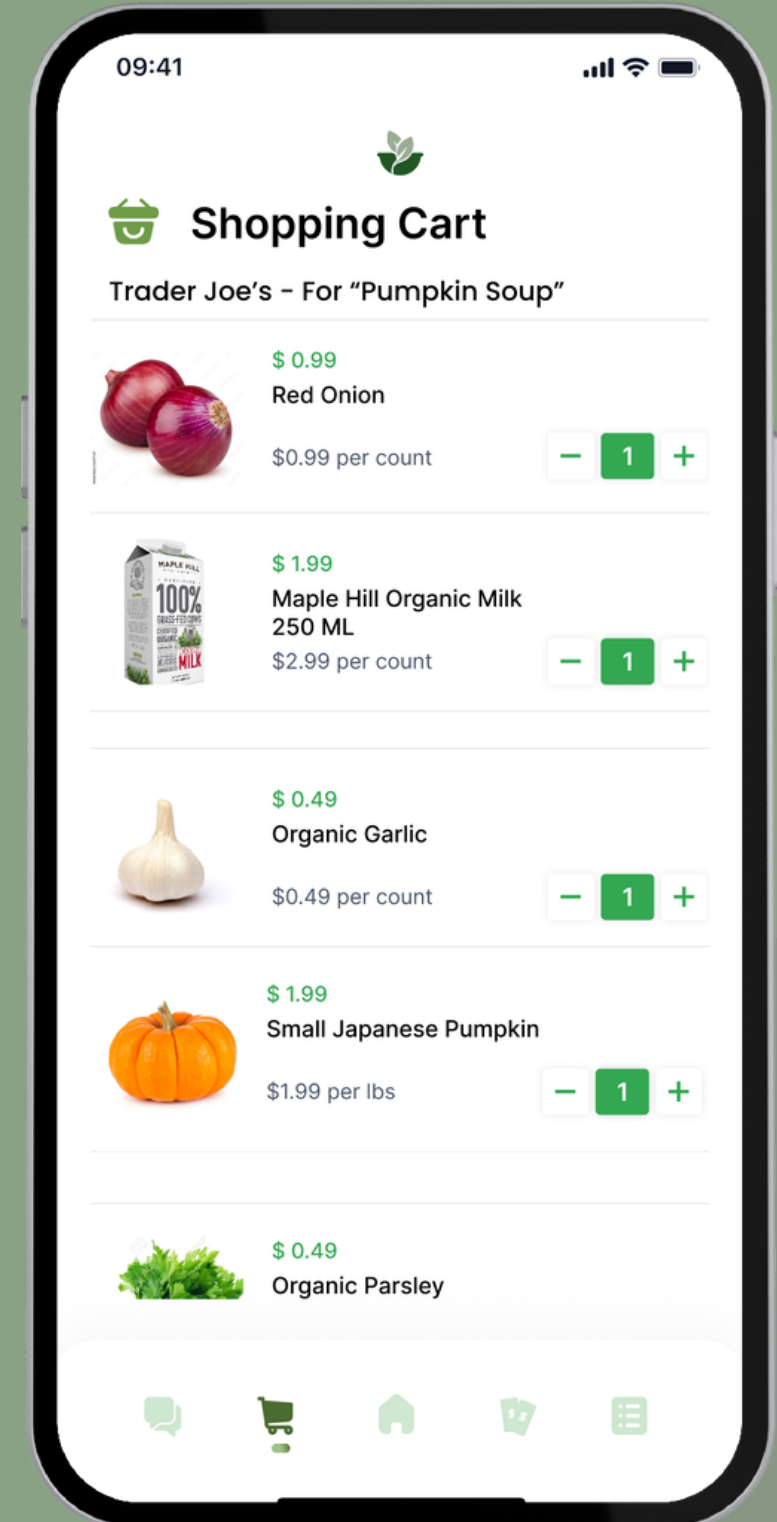# Figma Hi-Fi Prototype

Community

Budget Manager

In-App Grocery

Auto-Filled Shopping Cart

User Test Feedback

Participants: 33

- **UI**
  - **Preference Page**
    - text & buttons were too small
  - **Recipe Page**
    - hard notice that the ingredient block is scrollable

- **More possibilities with AI:**
  - Customization for recommended daily recipe
  - Customized newsletter
  - Text-to-speech audio recipe
  - Price tracking and comparison for grocery shopping

- **UX**
  - **Expected but missing components**
    - Time & budget filters when searching
    - Nutrition facts of the recipe
    - Not enough guide leading people to use AI
    - No help button
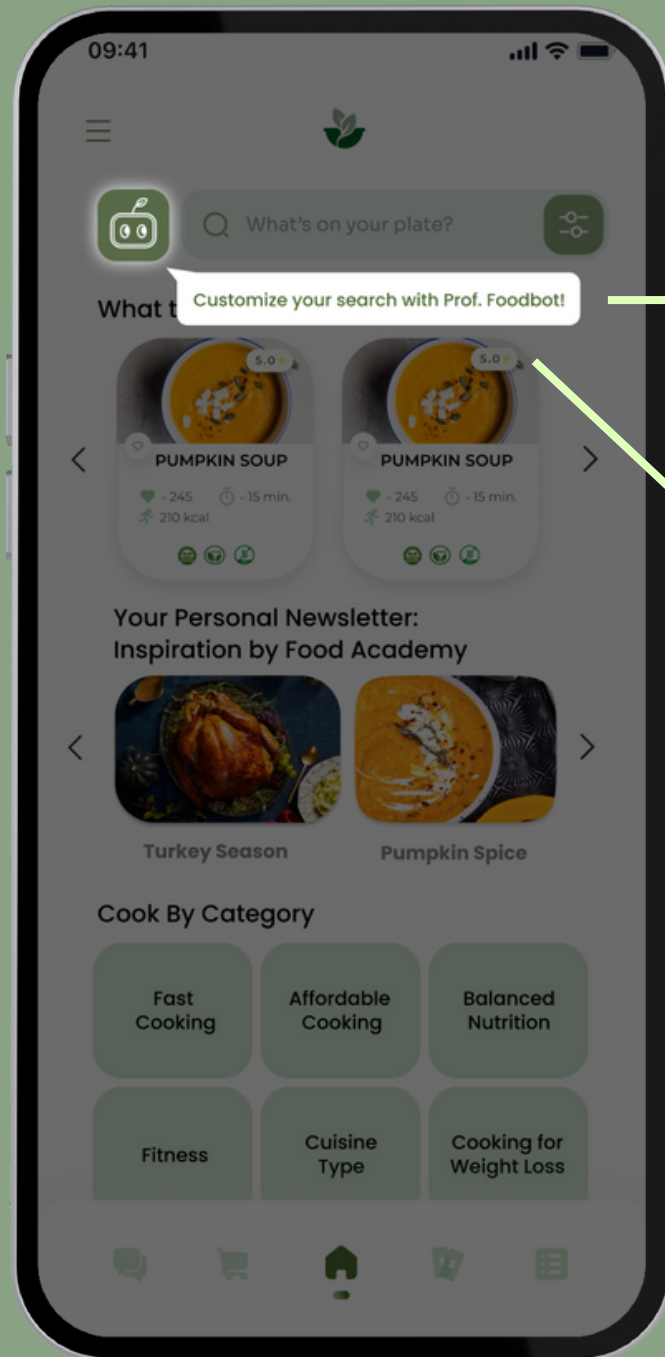   - a channel to chat and share recipes with friends
  - Needs **home page navigation guide** for first-time users
  - **Ratings** may be more convincing than likes in recipe evaluation
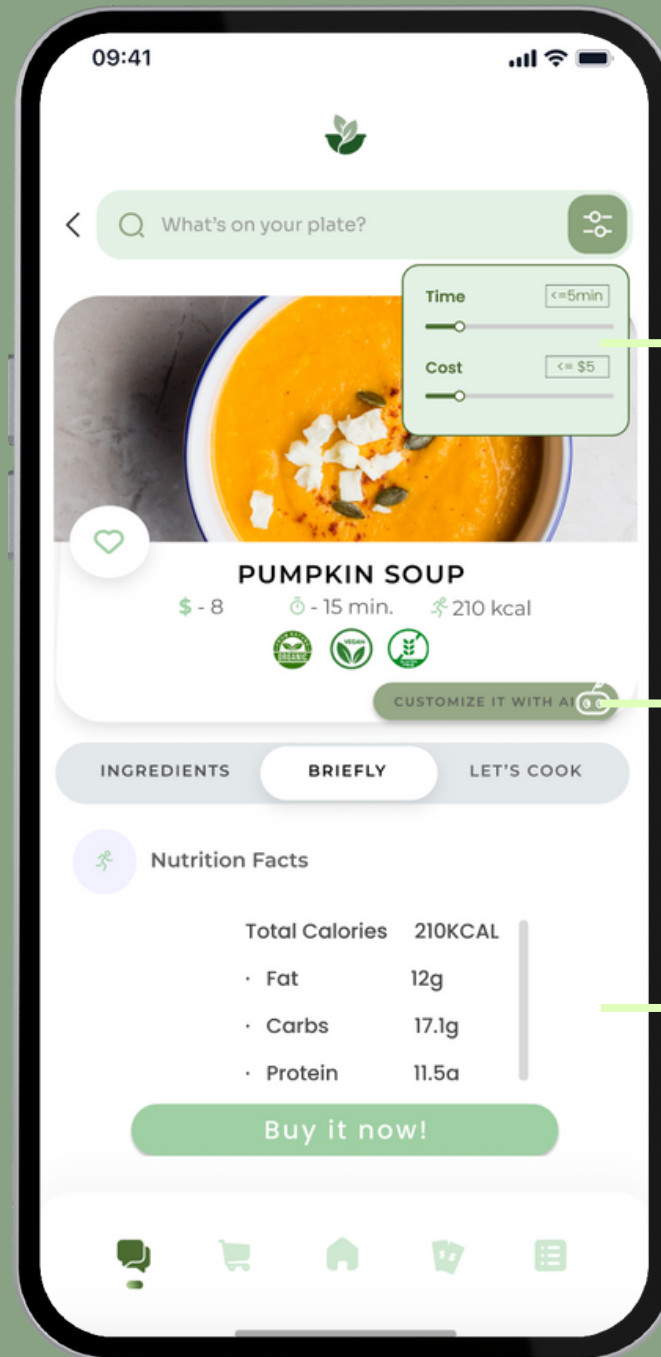 - Inclusion of **pre-made meals** in grocery shopping
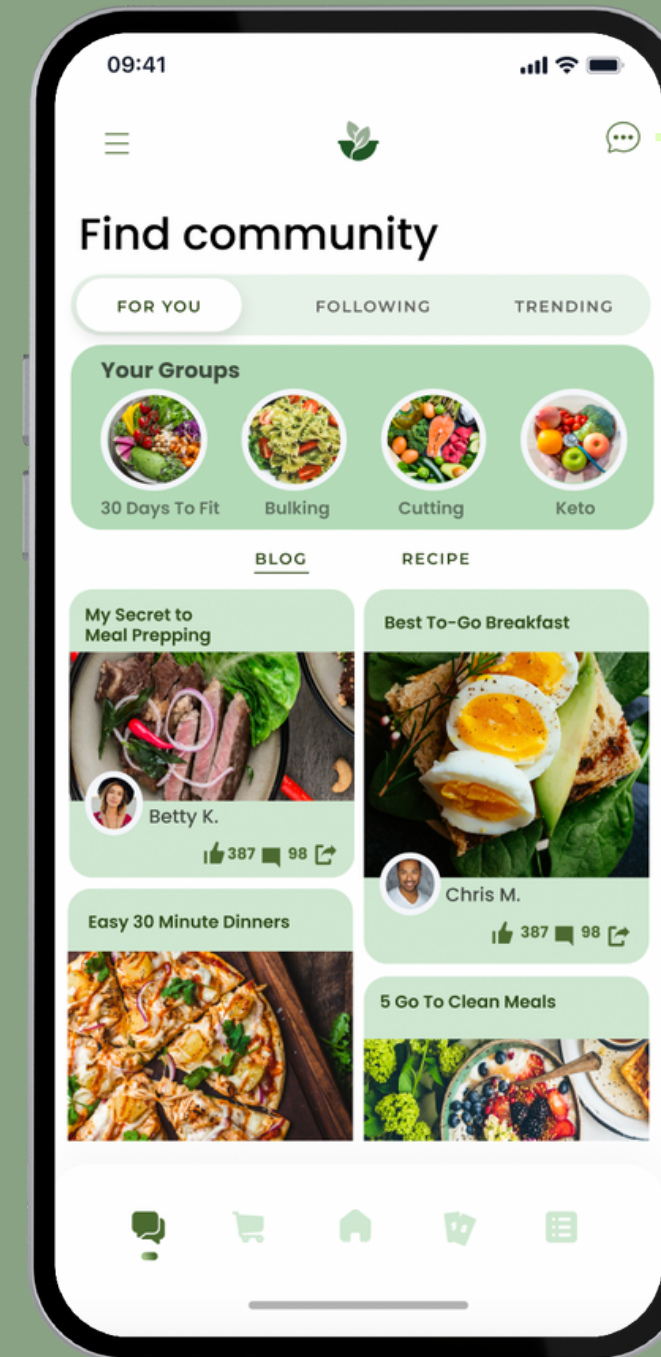
Refinement

Guided navigation

Ratings

Search bar filter

AI penetration

Nutrition facts

Chat channel

Future Possibilities

AI Exploration & Research

Explore more AI integration potentials to differentiate more from existing social media platforms

Detailed Mock-up & Development

After testing lean UX, create mock-ups of expected content, landing pages, and interactive elements in the app

Marketing

Develop strategies that highlight AI incorporation (customization) and the all-in-one nature of the app

Reference

Amore, L., Buchthal, O. V., & Banna, J. C. (2019). *Identifying perceived barriers and enablers of healthy eating in college students in Hawai'i: a qualitative study using focus groups.* BMC nutrition, 5, 16. https://doi.org/10.1186/s40795-019-0280-0

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Sogari, G., Velez-Argumedo, C., Gómez, M. I., & Mora, C. (2018). *College Students and Eating Habits: A Study Using An Ecological Model for Healthy Behavior.* Nutrients, 10(12), 1823. https://doi.org/10.3390/nu10121823

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