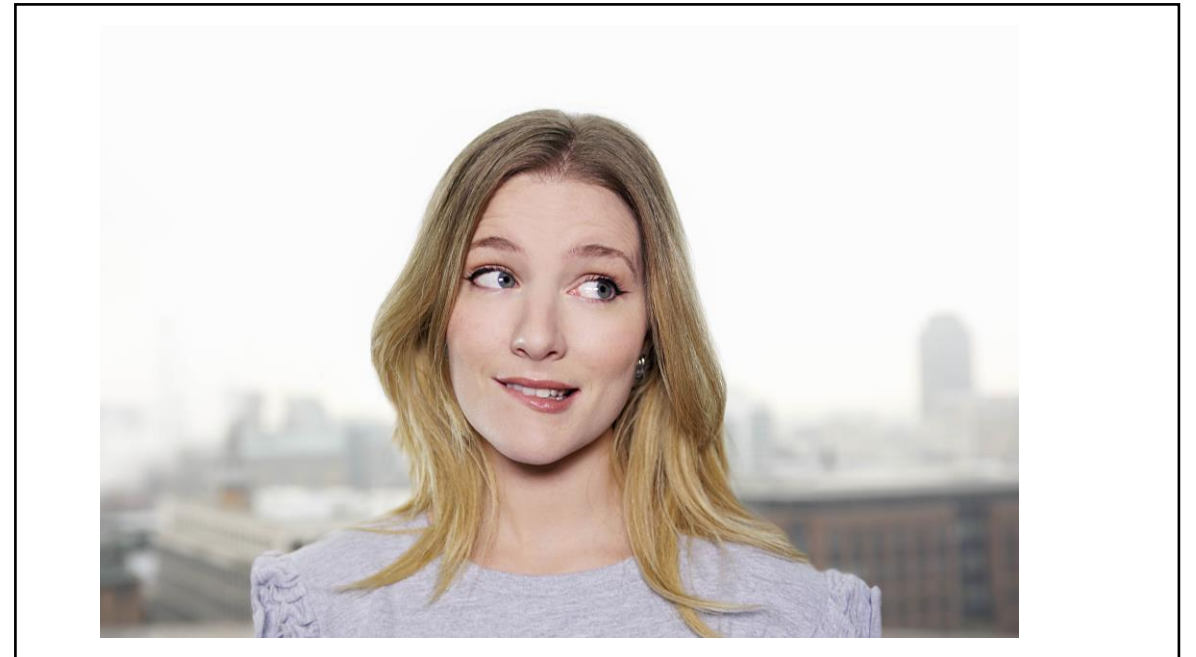| Visual	Slide Mockup
Natalie has recently decided to switch to a plant-based diet. She's not sure how to start and feels confused from all the information that's available. She wants to find a resource she can trust to help her learn.	

& Programing Notes

www.learninglauren.com
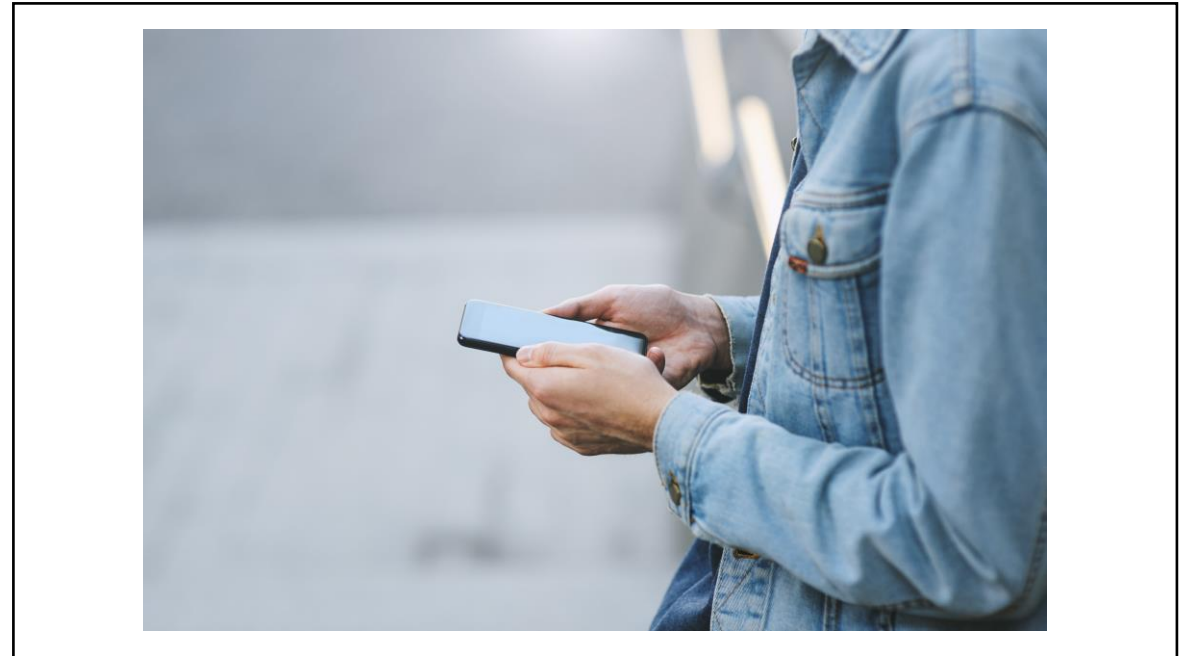
Visual	Slide Mockup

Visual

Natalie finds the VegEd app and signs up to start a free beginner's course and receive a pdf guide. She's curious to see what she can learn.

Interactivity & Programing Notes

Free pdf guide
Intro to Plant-Based Eating

VegEd

www.learninglauren.com

Visual	Slide Mockup
Natalie learns about the different types of fruit, vegetables, and plant-based proteins while playing an interactive game.	

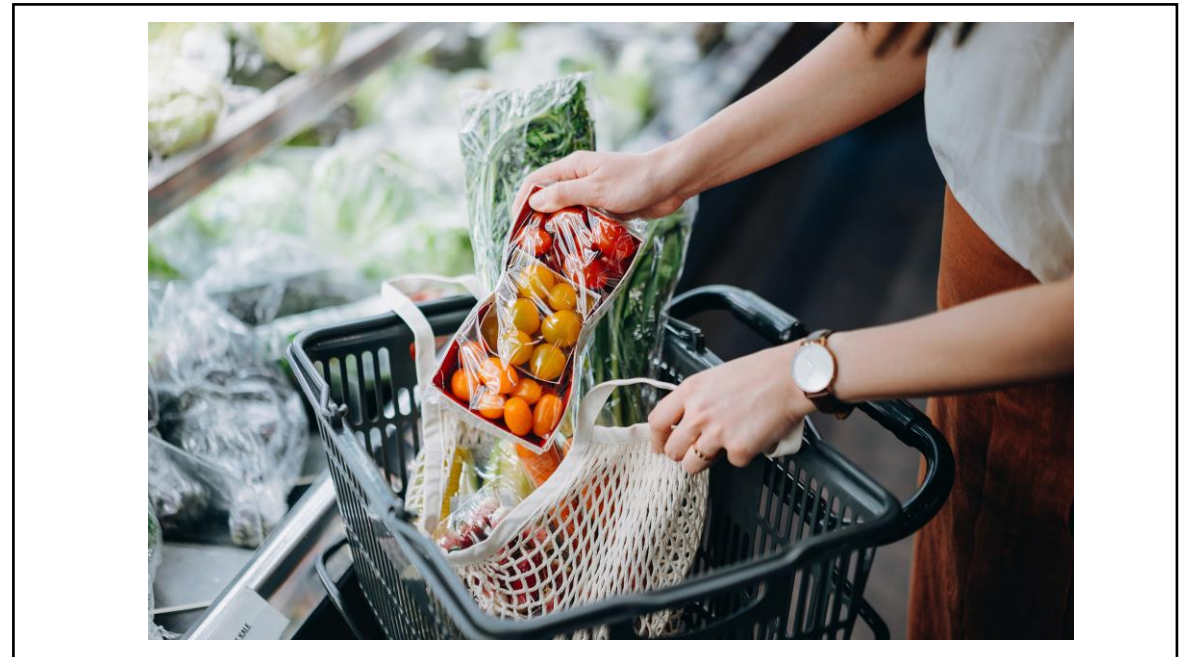| Interactivity & Programing Notes |
|---|
| Fruit, Veggie, Protein game. |

www.learninglauren.com

Visual	Slide Mockup
Natalie uses the VegEd app to help her create a meal plan and shopping list for the upcoming week. She now feels more confident about the choices she's making while shopping for groceries.	

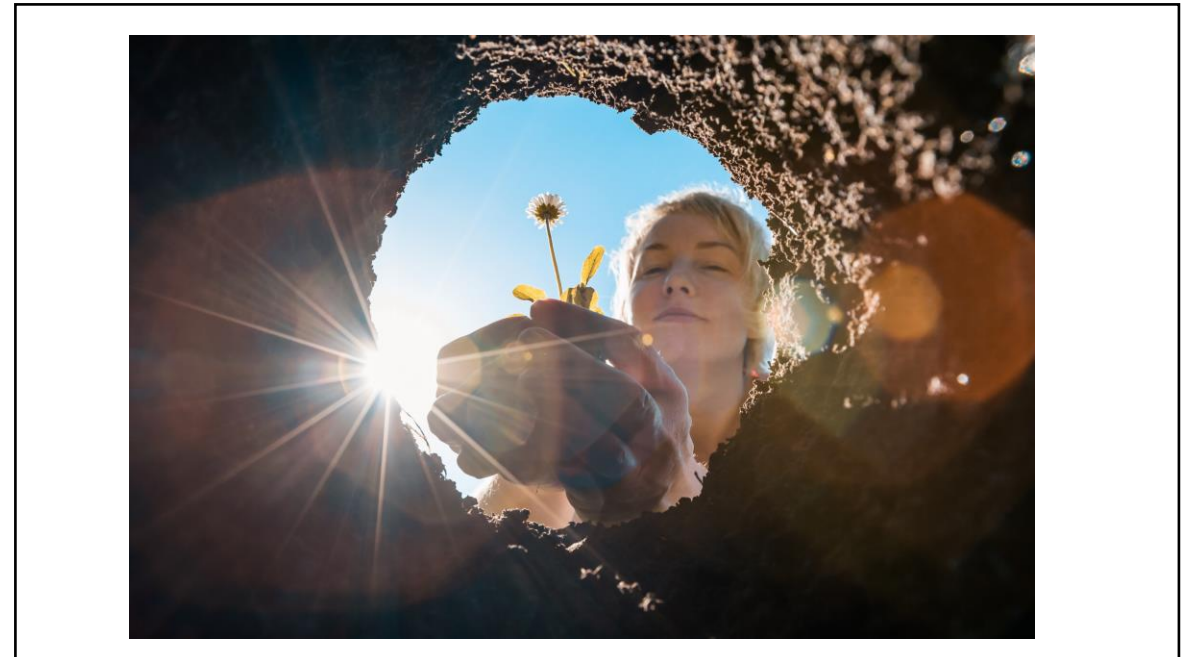**Interactivity & Programing Notes**

Questionnaire, menu selector.

Visual	Slide Mockup
Natalie is surprised to learn about the positive impact on the environment she is making by switching.	

Interactive chart (animals, water, trees, carbon)
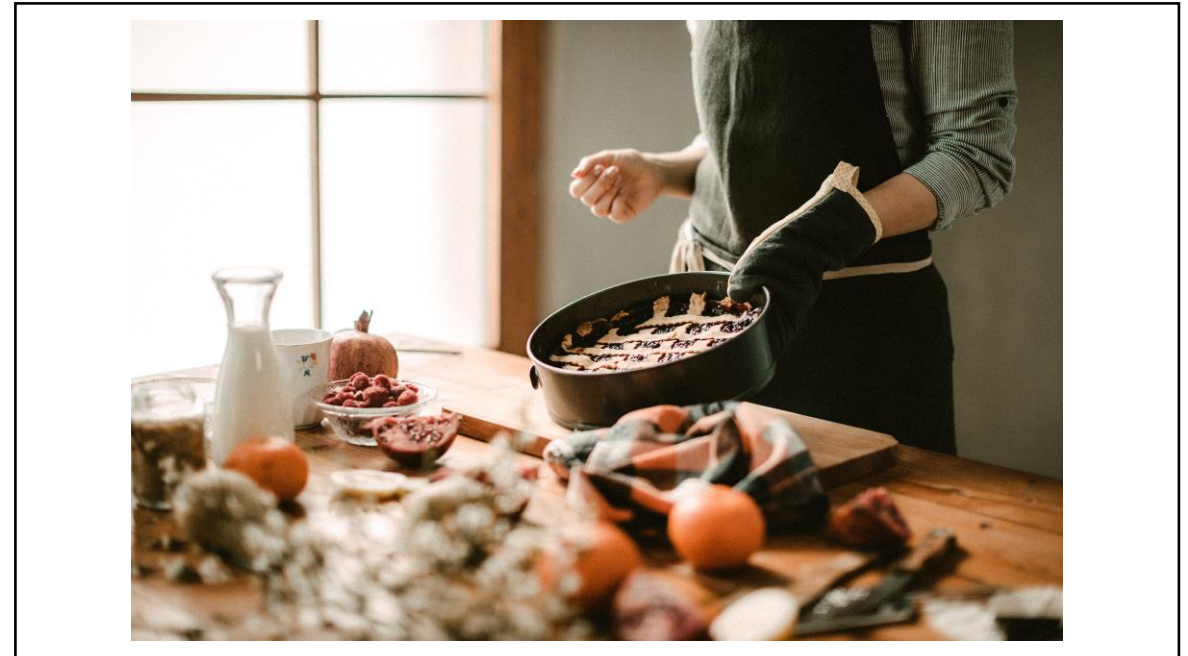

www.learninglauren.com

Visual	Slide Mockup
Natalie is happy to have a learning resource to help guide her in switching to her new diet. She now understands how to cook new meals after watching some of the available step by step tutorials.	

Interactivity & Programing Notes

Cooking videos.

Visual	Slide Mockup
Natalie joins the VegEd app's learning community and loves to post pictures of her progress. She feels relieved that she can find answers to her questions and learn more everyday.	

Interactivity & Programing Notes

Blog, Discussion board, FAQ's.

Visual	Slide Mockup
Natalie continues to use VegEd to learn more about plant-based eating and recommends it to her friends that are now interested.	

Interactivity & Programing Notes

Email sign up.