



Use Case/Research

Natalie is a 20-year-old who is interested in becoming a vegetarian and following a plant-based diet. She is looking for nutritional information and tips on how to eat a healthy and balanced diet.

	Needs	Plan	Lifelong Plan
Actions	Natalie checks with her doctor to find out if a plant-based diet is a good idea. Natalie looks online for resources about switching to a plant-based diet.	Purchase cookbooks with plant-based recipes. Cook and prepare most meals at home.	Meal plan and test new recipes. Make sure to always have the proper ingredients and snacks on hand.
Pain Points	There's a lot of information on different types of diets, and foods available. Following the wrong advice could harm Natalie's health. Dealing with the opinions of others who are against plant-based diets.	Finding convenient recipes and difficult and time consuming. Natalie is a picky eater.	Most healthy foods can be expensive and sometimes hard to find.

Problem Statements

- How can we help people who are interested in switching to a plant-based diet find recipes, learn about the long-term health benefits, and the positive impact on the environment?



Broad Ideation

Meal planning calendar.

Recipe generator with on hand ingredients.

Links to websites that sell special products and supplies.

Allow user to input and track statistics like weight, recipes enjoyed, etc.

Allow users to create profiles with all their information and upload their health records for easy access.

Blogs with articles.

Games for learning about different fruits, grains, vegetables, and sources of protein.

Helpful tips for eating out at restaurants.

Plant based diet friendly restaurant finder.

Downloadable examples and templates for meal planning and menus.

Interactive charts that show the environmental impact of eliminating meat from a user's diet.

Prioritize Ideas

Meal planning calendar.

Games for learning about different fruits, grains, vegetables, and sources of protein.

Helpful tips for eating plant based at restaurants.

Interactive charts that show the environmental impact of eliminating meat from a user's diet.



Refine Ideas/Scenario

After Natalie decides to switch to a plant-based diet, she uses the VegEd App to create a meal plan for her week. She finds helpful tips for eating plant based at a restaurant when she is invited to dinner with friends. Natalie plays interactive games to learn more about the different types of protein she can substitute in her favorite recipes. Natalie explores her positive environmental impact by inputting how many plant-based meals she eats a week.

How does the app take Natalie through the learning process, what is the result?