

Lifesum<sup>®</sup>

# SustainaBowl



*Premium palate, nourishing **better** taste!*

POLIMI  
GSoM

JANUARY  
2025

# TEAM



**Carolina Ghisi** - The Decider



**Luca Federico Casarin** - The Facilitator



**Lucia Forteza** - The voice of Customer



**Jonathan Pavoncello** - The voice of Digital



**Bora Sen** - The Luxury Guru

TRENDY EATER

**ANNA**

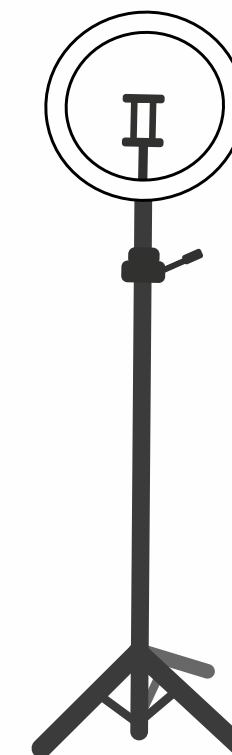
**24 years old  
Content creator**

Milano - IT

# BACKGROUND

- Fashion student
- Influencer: 20k followers
- Frequent app user
- Always first to try new trends and beauty tricks
- Accustomed to luxury and VIP treatments

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## GOALS

Maintain a healthy and visually appealing lifestyle that aligns with her personal brand

## NEEDS

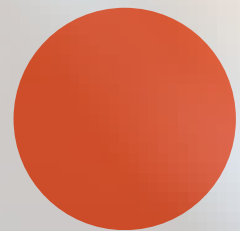
1. Trendy meals that look good on social media
2. Maintain her figure
3. Exclusive experiences to share with her audience

## CHALLENGES

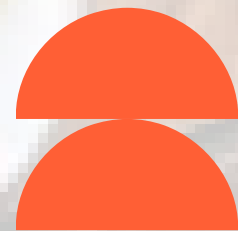
1. Balancing healthy eating with trends
2. Looking for VIP experiences on a tight budget

# 2 YEAR GOAL

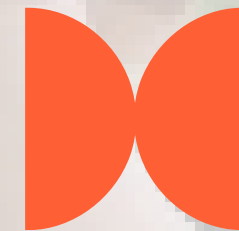
Anna is going to be using the app everyday for finding and sharing new healthy and trendy recipes and influencing others by posting content for the app's premium community.



How do we make Anna join and keep her engaged?



What if Anna cannot find her right target audience, making the tool obsolete?



Is the business ready to enter the social media market? do we have internal skills?

# THE CONCEPT

**Not just food tracking and recommendation, but a community where healthy dining becomes engaging and an experience.**

COMMUNITY

EXCLUSIVITY

CHALLENGES

REWARDS

EXPERIENCES

JOURNEY

## Solution

Community-driven platform that connects creators, chefs, and users around engagement, luxury, and healthy food, combining social interaction, live collaboration, and exclusive experiences in one place.

## Service

- Recipes.
- Progress tracking.
- 3 premium tiers + VIP invitation-only.
- Challenges with rewards.
- Point-merit based.
- Discovery.
- Chats, photos and videos.

## Value

- Niche food community
- exclusive access, challenges and content.
- Enable creators to build, collaborate, and monetize.

## Reason why we selected it

- Anna needed to be able to communicate with her audience through the app
- It's a good way to combine trends with healthy food
- It's the perfect opportunity for Anna to reach Influencer status and enter the luxury world.

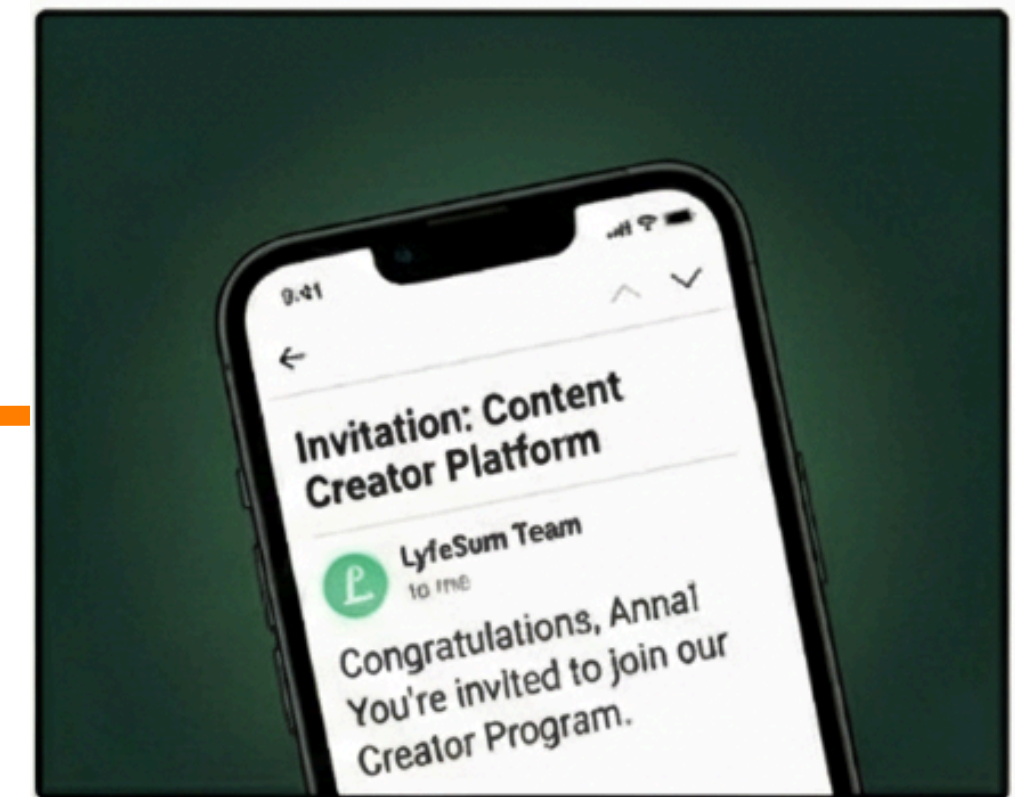
# STORYBOARD



Anna registers and joins the **premium community**.



Anna start **participating** in **challenges** and **sharing** her recipes and journey and starts accumulating **followers and comments**.



LyfeSum decides to **invite** Anna to the Content Creator Platform.

# STORYBOARD



Anna starts **promoting** challenges, managing them and **collaborating** with other influencers.



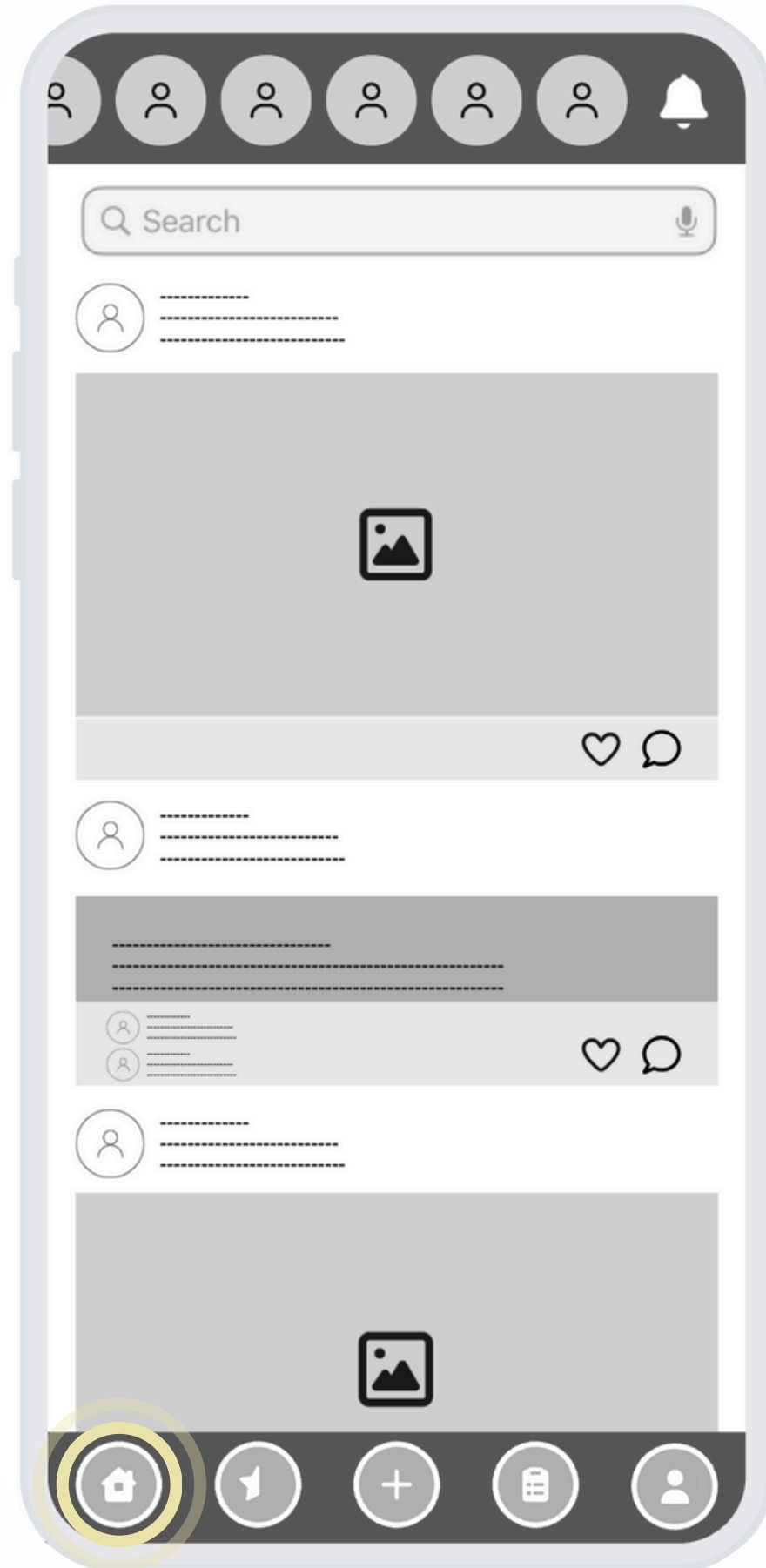
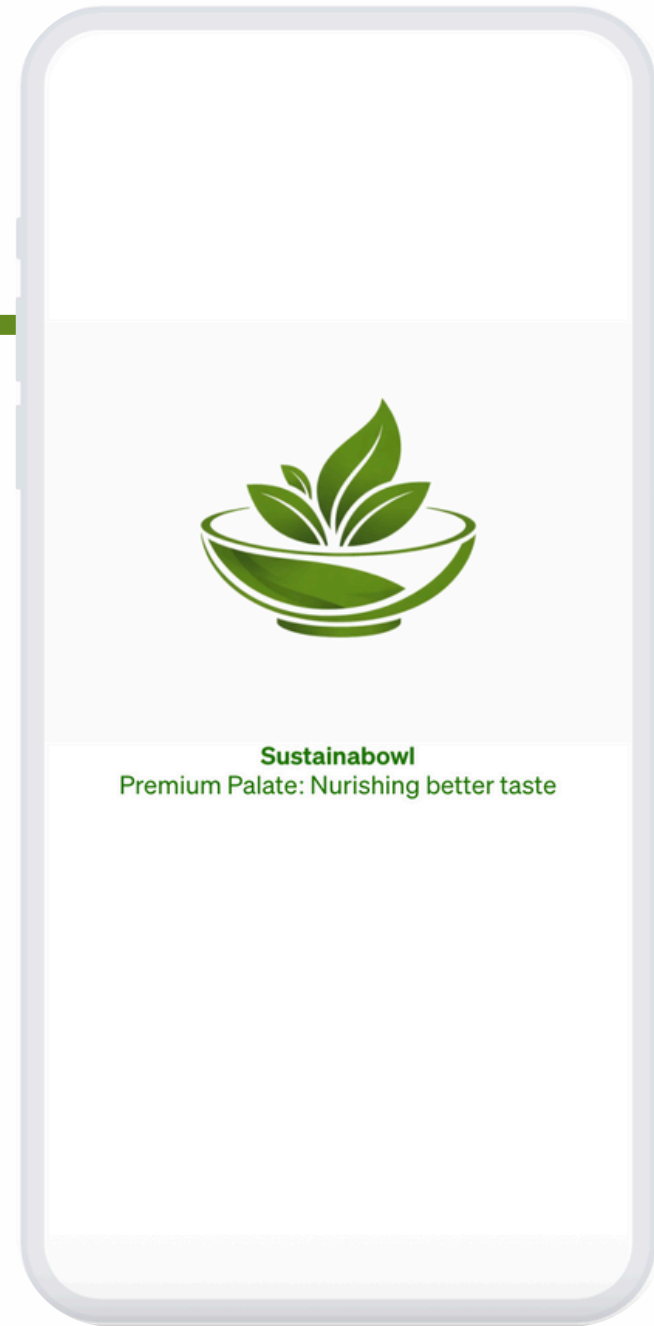
Anna gives **one-to-one coaching** to users following the traditional tier path.



Anna becomes a **partner** of our app and **collaborates** alongside famous **chefs**, becoming a reference point for the community.

# WIREFRAMES

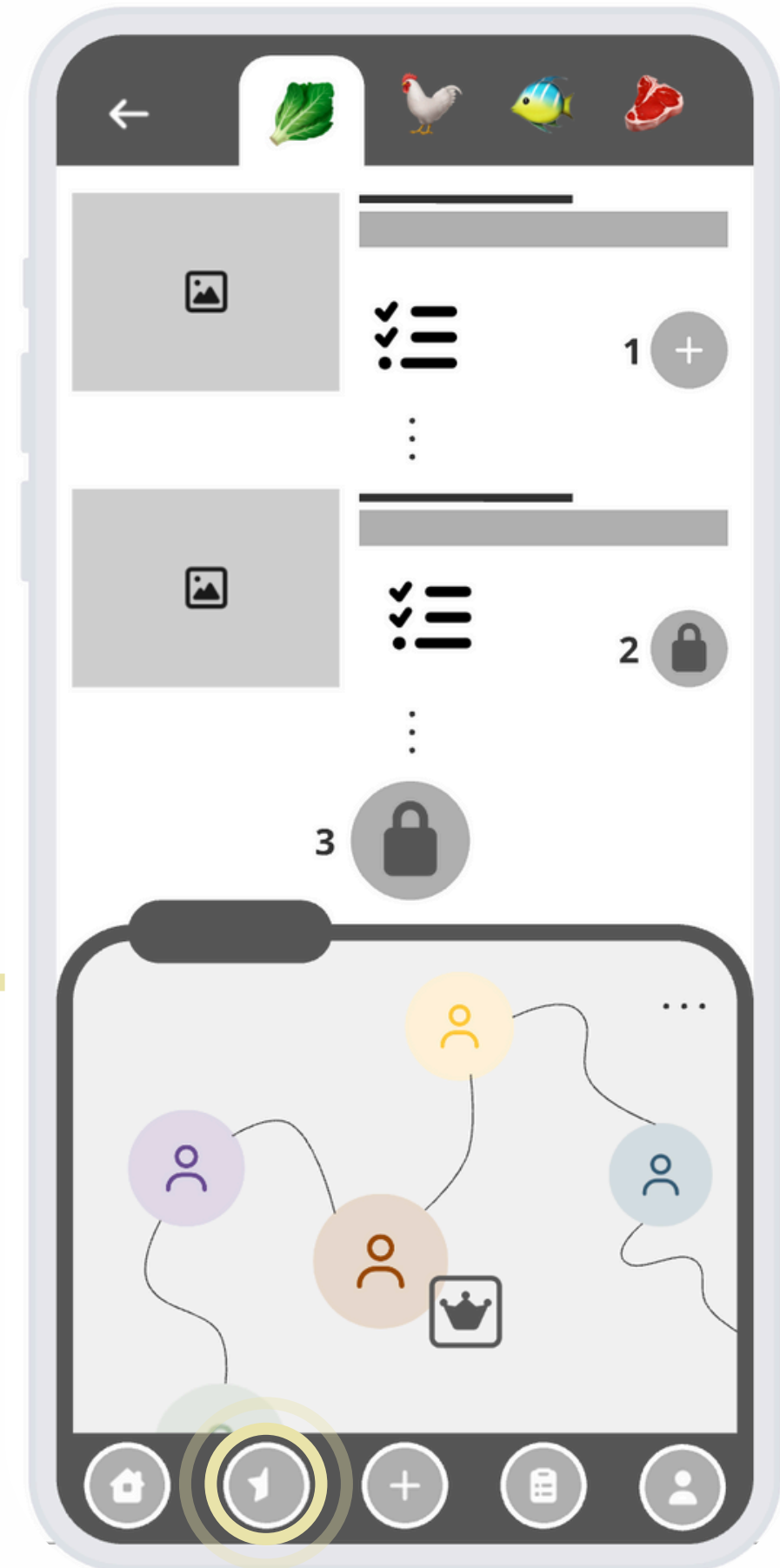
HOME



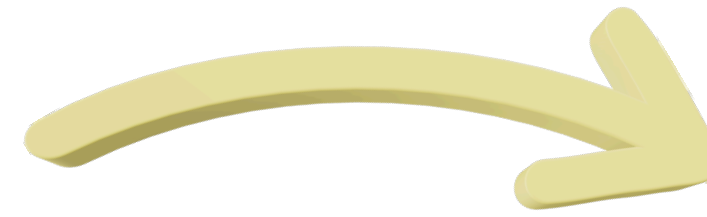
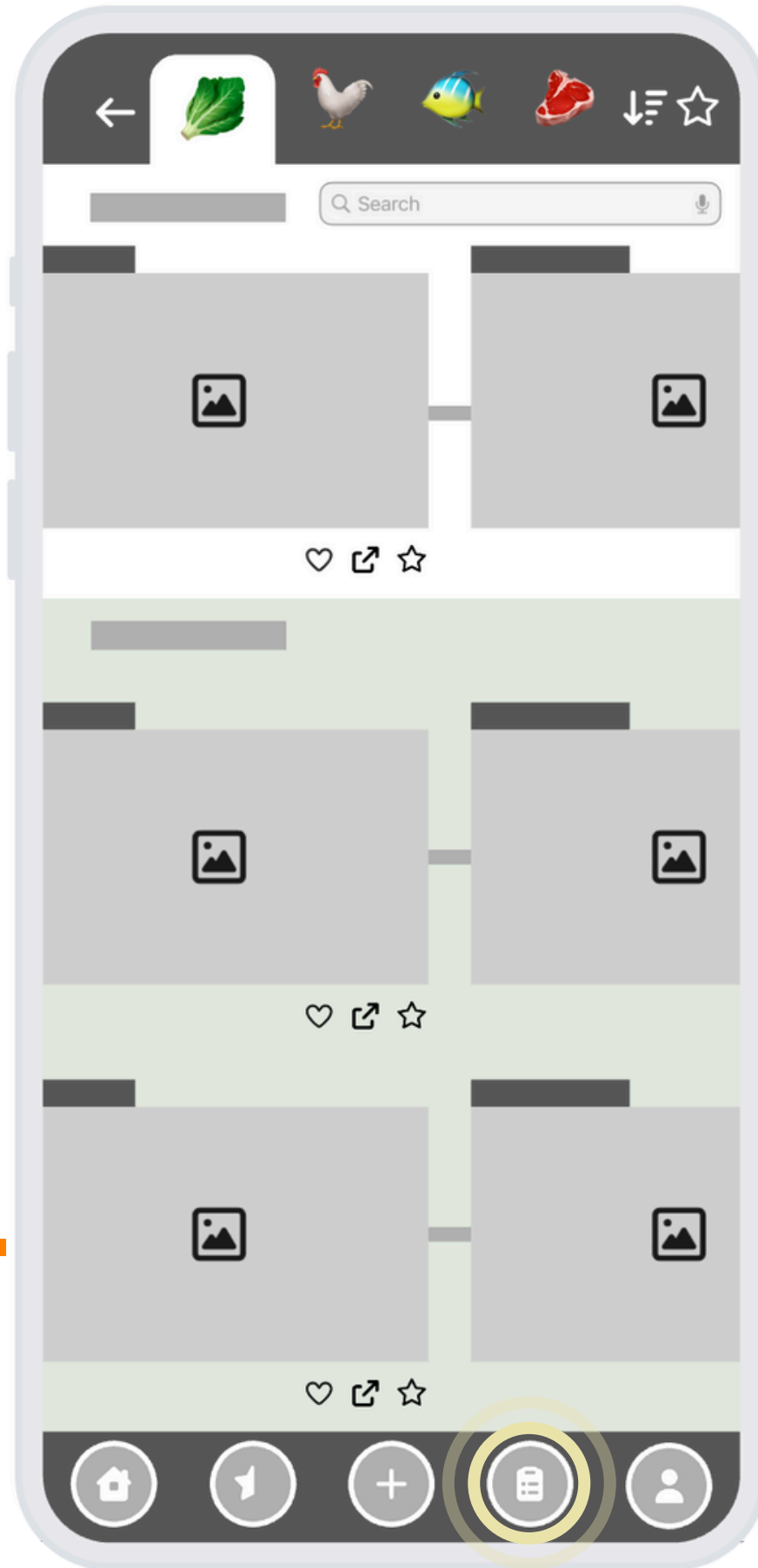
Home page that has the **feed** of the app where the user can see the **content** of people who they follows.

Challenges page that let the user see their **avaible challenges to participate** and the **upcoming** ones with new tier unlock.

TIER CHALLENGES



## RECIPES / SUGGESTIONS



## PROFILE / PERSONAL DIET TRACKING









"Profile" page that has the daily/weekly **progress chart**, which shows the nutrition information about the user.

"Diary" sub-section for daily **journaling**.

Finally, "Post" sub-section for viewing **content** shared by the user itself.

"Recipes" page that shows new (hot) and different **recipes** for each **diet type**, provided by our app and partner creators.

# PRODUCT TESTING

		INTERVIEW 1	INTERVIEW 2
01	Anna finds the new product more interesting		
02	Anna feels the product is niche enough to use it alongside other traditional social media.		
03	Anna finds the new product easy to use in all its functionalities		

## DOUBTS FOUND

- Lifesum looks too similar to other social media
- Anna is not willing to pay much
- Lifesum loses its core value of food tracking

# LEARNING POINTS



A. What went well?	Interesting, engaging, easy to use, interviewees satisfied and aligned with goals.
B. What needs to be improved?	Reward system, Privacy, Community Discovery, Profile Interface

## C. What changes can be implemented

- Personal profile interface needs to be more focused on progress and tracking
- There should be real life discounts and more incentives for influencers
- There should be the possibility to discover communities in the home page (eg. running community, vegan community)
- Add the possibility to connect other social media through bios
- Have the possibility to share your personal progress with friends
- Add the possibility of affiliate links to sponsor challenges

# SPRINT RETROSPECTIVE

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01

Luca Federico Casarin

Very practical and interactive experience where i learned how to apply framework to real life scenario. The time constraint helped me be more straight forward. I hope to do more project like this.

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02

Lucia Forteza

03

Carolina Ghisi

This sprint went really well overall. I truly enjoyed the practicality of it. As an overthinker it has been a nice exercise to see my creatvity's full potential. I am happy with the results given the time we had.

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04

Jonathan Pavoncello

It was interesting, but I didn't really like the timing for the reasoning part. I understand the need for time limits to think and then work, but in this case it felt too stressful.

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05

Bora Sen

I found it very beneficial for improving the time management skills while still being in line with the aim and goals of the project.

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*THANK YOU!*

**Lifesum<sup>®</sup>**

