



SEARCH FOR THE NEXT TECH GIRL SUPERHERO

BUSINESS PLAN



SHCS

Eat fresh

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Section 1: Product Description

Understanding your product:

Our team is good at communicating our thoughts and ideas with each other, and we all have good research and project management skills. Our downfall as a team is our coding skills, something we aren't super confident with and finding time to meet with each other, and stay on top of things as we're all quite busy! We would really like to make cooking stress free and an enjoyable activity, whilst still being able to make healthy and nourishing food with ingredients of an affordable price. With processed food becoming more and more available, cooking is starting to become more of a dying art. Anyone can use our app but we want to aim it particularly at university students, who tend to not have a lot of time or money to cook healthy nutritious food. Eventually we'd like to have many components to our app, but to start with we want recipes and a weekly meal planner to be the main feature. When making our app we have to be mindful that it's easy to use and navigate, and that there aren't any 'bugs'.

100-word description:

Our app makes cooking nutritious and healthy food, fun, easy and stress free, even on a budget. Recipes for breakfast, lunch, dinner, and snacks are provided. Obesity is becoming an ever growing issue and highly processed, sugar laden foods are more available and popular, as people lead increasingly busier lives. Not only will our app provide easy to cook recipes but also the option of using a weekly planner, helping avoid excuses for the easy option of takeaways! We are aiming our app at university students. Cooking can be time consuming and expensive and we hope to change that.

Section 2: Potential Market & Research

Our mentor Cheryl talked to us about a study being conducted around providing teenagers with cooking skills. The hypothesis for the study being that if teenagers know how to cook they will make healthier choices. This was particularly interesting and links well with our app, and encouraging healthier cooking.

From our research we haven't found any app quite like the one we are creating. There are lots of apps around healthy eating out there, but we are hoping to create an app that will stand out and be particularly useful for students studying at universities throughout New Zealand and Australia.

We were fortunate enough to be able to interview Emerson Pratt from our local university, Otago University. Emerson provided us with a great insight into what students would find



useful within an app and what apps they already use and find useful. He had helpful suggestions and provided us with statistics that help support and prove our issue.

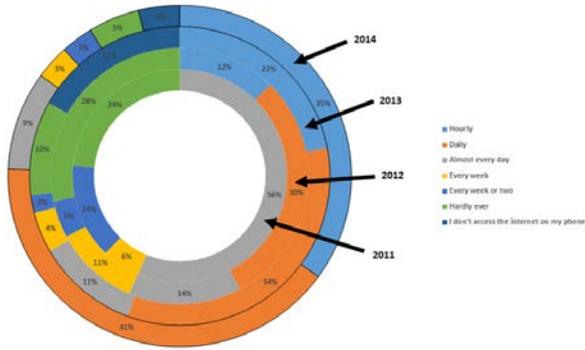
Throughout the business plan are bullet pointed insights taken from our interview with Emerson, such as the ones below.

- Shared shopping app is used - members of the flat add things to the list. Could the app have a shared list - one student does shopping
- Online recipes are often americanised - would recommend NZ market not American market.
- Below are statistics sent to us from Emerson about device usage at the University.

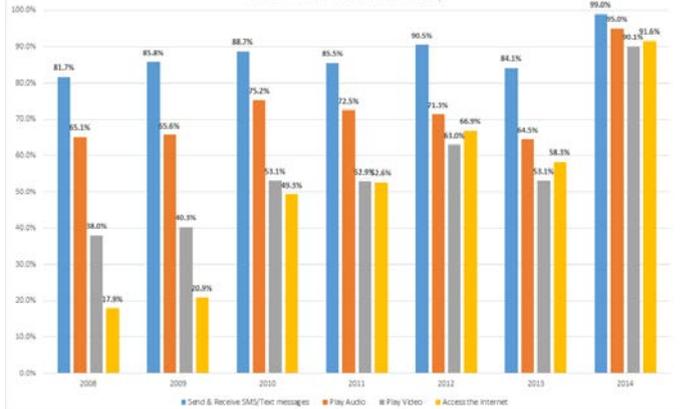


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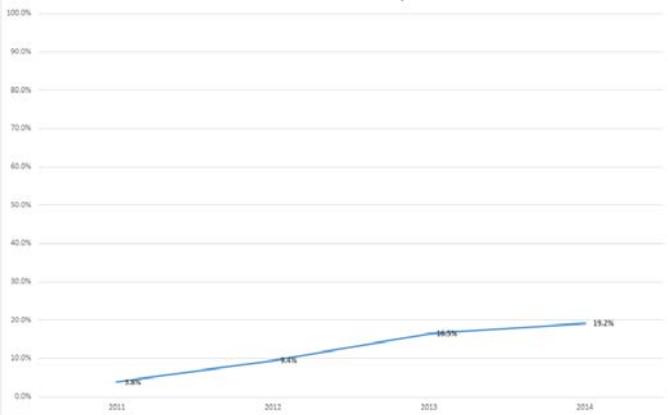
How often do you use Internet on your Mobile Device?



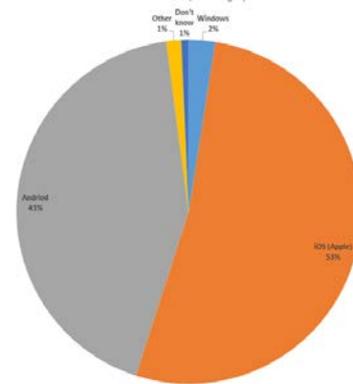
Student Mobile Device Functionality



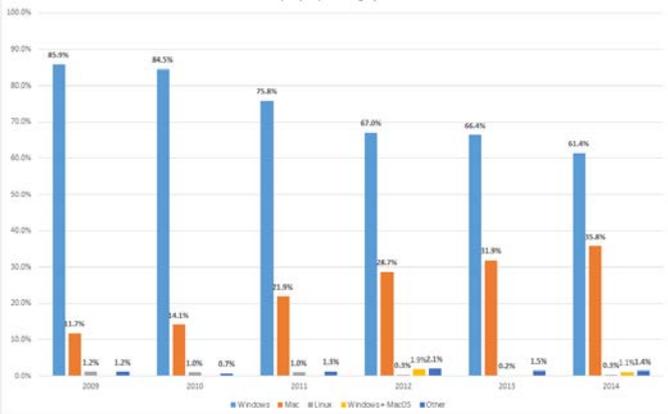
Student Tablet Ownership



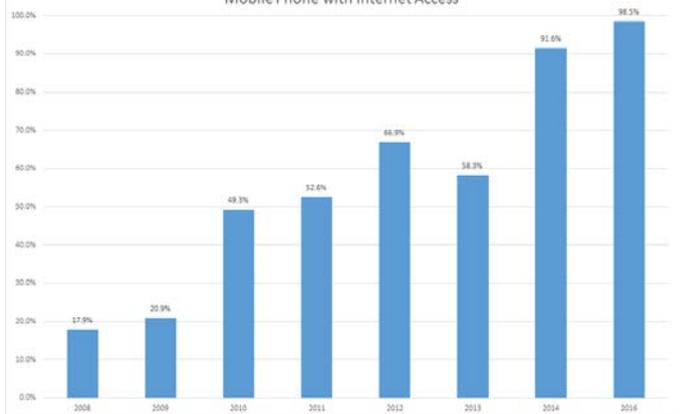
Mobile Phone Operating System



Laptop Operating System



Mobile Phone with Internet Access





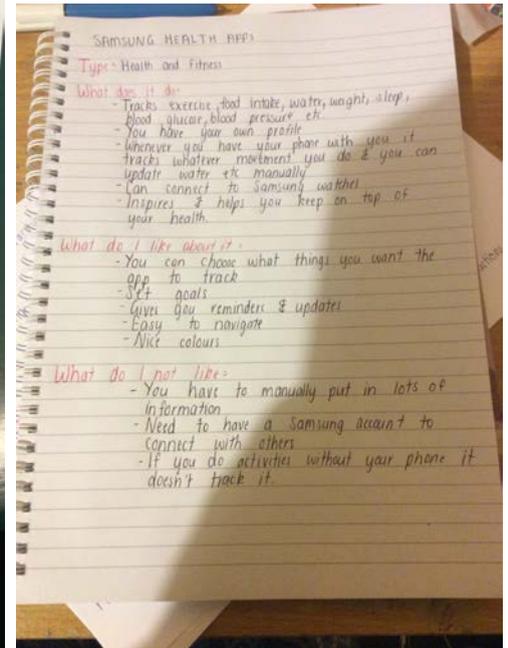
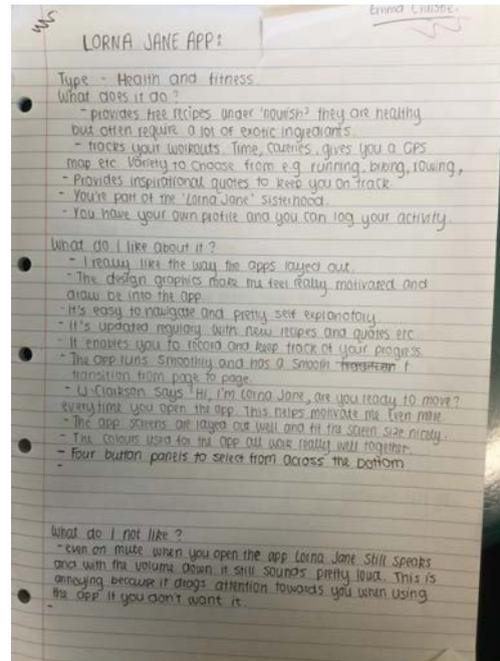
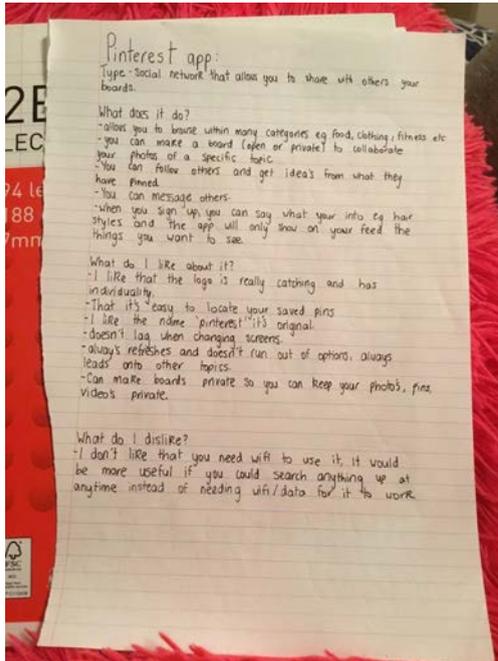
Competitor Analysis:

We haven't found any apps that are designed to solve the particular problem we are, although have found similar ones as in the table below. We each did an analysis of an app that we like to use and what we liked about it and didn't like about it. There are photos of these below the table.

Features/Competitor	8 Fit	YouFood	HelloFresh	LifeSum
Price	free	free	free	free
In-app purchases	apple-android	apple-android	apple-android	apple-android
Basic/Medium/High Functionality	medium there is a few different things the app can do which is good for example records your activity, weight and the food you eat	medium main goal is to lose weight not that private. Can connect with others and find them	high has the 5 different options down the bottom not confusing to look through	basic-medium just shows up with a search bar and you are left on your own to figure it out
Ease of navigation	since there is so much on offer it becomes a bit hard to find your way around for the first time	-when starting gives you step by step tutorial	-colour helps -comes up with a weekly menu ideas you can look through -make your own plan - has clear options	-search for food or brands and then recipes come up
Tracking features with web app	-set goals -record personal details -track fitness	-set goals -take photos and share your meals with others on the app -connect with friends -reflect on your day -message others	-weekly meal planner -notifications -personal profile	-set goals -notifications -personal profile
other notes	-need an account to use -Focused on fitness with food as an extra	-need an account to use -has extra fun challenges that aren't just to do with food -need to pay to use app, free to download, 7 day free trial	-need an account to save and access full apps. Can continue as guest -focused on fresh recipes you can make yourself -can sign up for them to deliver you food	-need account to access full app -focused on recipes
what I would improve	making it have a clear way to navigate so that anyone could go into the app and be able to work it with ease.	-continue as guest option to explore the app to see if you like it -make it more private	-add a budget option because they all have quite expensive ingredients -be able to search by allergies etc	-needs images of food -food recipe ideas with that ingredient



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Trend Research:

There is no doubt that obesity is a huge issue within New Zealand and the world. The statistics below sight this even more.

- One in nine children (aged 2–14 years) were obese (11%) and a further 21% were children were overweight but not obese.
- Almost one in three adults (aged 15 years and over) were obese (32%) a further 35% of adults were overweight but not obese.

The statistics have been taken from the following website -

<http://www.health.govt.nz/nz-health-statistics/health-statistics-and-data-sets/obesity-statistics> -

Consumer research:

As mentioned before we were lucky enough to talk to Emerson from Otago University and below are some more bullet points from our interview with him. One thing that Emerson really highlighted was the 'fresher five' and we believe our app could really help solve this problem.

- Fresher five - new students put on 5kg in their first year of university
- This is a real issue for students - they are conscious of obesity, but don't really know how to cook
- Help students by identifying specific products



Target Market:

We are targeting our app at university students, who have moved out of home and now have the responsibility of cooking for themselves.

Potential Market Size:

This app will be great to use when needing to cook dinner with sometimes very little ingredients. We want to make the meals as cheap as possible as it can be tempting for students to buy the cheap and unhealthy things located in the super markets. The app could be used at any time of the day with recipes for breakfast, lunch, dinner and snacks. Any age could use the app but it is mainly focused around uni students living in flats or needing to cook for themselves.

Bullet points from interview with Emerson -

- UO - 18500 EFTs = 20000 people - this is available publically. Roles are decreasing slightly at the moment - No of high school students are dipping 2019 is where this will bottom out and start increasing again in 2020
- 3000 are in colleges, some of which have simple cooking facilities like microwaves etc. Also want things that don't need to be refrigerated.
- Focus on flatting groups
- Flats will be 5-8 people
- Remember there may be some with allergy - Gluten and lactose intolerance
- 55% female - 45% male
- 98.9% own a laptop
- similar numbers own a mobile device which can connect to the internet
- iPad/tablet is 7-10%
- Students are now happy to use data because data costs have dropped considerably over last few years, previously apps needed to be self contained now ifo can be in the cloud

Section 3: Finances

Budget:

From our calculations our app shouldn't cost anything to make. There may be some cost in marketing our app, but hopefully this can be done through sponsorships.

Possible sponsors are Foodstuffs that own Pack n Save, New World and Four Square or Progressive Enterprises that own Countdown, Freshchoice, Supervalu and Woolworths. Suppliers of cooking ingredients like Veggie Boys or the University of Otago may want to sponsor us.



Revenue Model:

To start with we are going to have a free app and in the future as the app becomes bigger and better we may look at charging a small amount for it. We have decided this because students generally don't have a lot of money to spare and as Emerson pointed out students may be willing to spend up to about \$4.50 on an app, the price they would pay for a cup of coffee. If our app becomes successful, we may look at this in the future.

Section 4: Marketing

Branding & Promotion

Hopefully we can advertise within the University and Otago Polytechnic, on their social media pages such as facebook etc.

In terms of our app description in the store, we think it's important that it's short, clear and concise.

We will also advertise our app around school, as we're sure there are some year 13 leavers that will find the app useful.

Platforms

We have built our app prototype through App Inventor. So to start with it will be available on Android but in the future we want it to be available through Apple. As Emerson told us, 73% of students at Otago are currently using some form of IOS device, which means that it's quite crucial we get our app running through Apple and available in the App Store.

Launch

We want to try and work with the Otago University and Polytechnic to advertise our app. The main launch for our app will be through social media, hopefully on things like the university and polytechnic facebook pages.

Growth/Future:

Eventually we want our app to include daily motivation in the form of quotes. We'd ideally like more recipes and possibly even video tutorials. Also along with this we would also like to include a shared grocery list that anyone from the flat can add to and it can be linked with countdowns online shopping which is when food gets delivered to your door, to make things easier for students. We also may approach companies and organisations about advertising on our app.



APPENDIX

SKILLS MATRIX

Role names	Project Management	Research skills	Design	Document business plan	Pitch & demo presentation	Marketing & branding	Budgets & finance	AppInventor and coding
Bella	3	4	3	4	4	4	2	2
Holly	3	4	3	4	3	4	4	4
Branwen	3	4	4	4	4	4	4	2
Emma	4	4	4	4	3	4	4	2

SCORING

- 0 - Need not have knowledge
- 1 - Should have basic knowledge
- 2 - Should do with support
- 3 - Should have knowledge & do independently
- 4 - Should be good in theory and practical and can train others

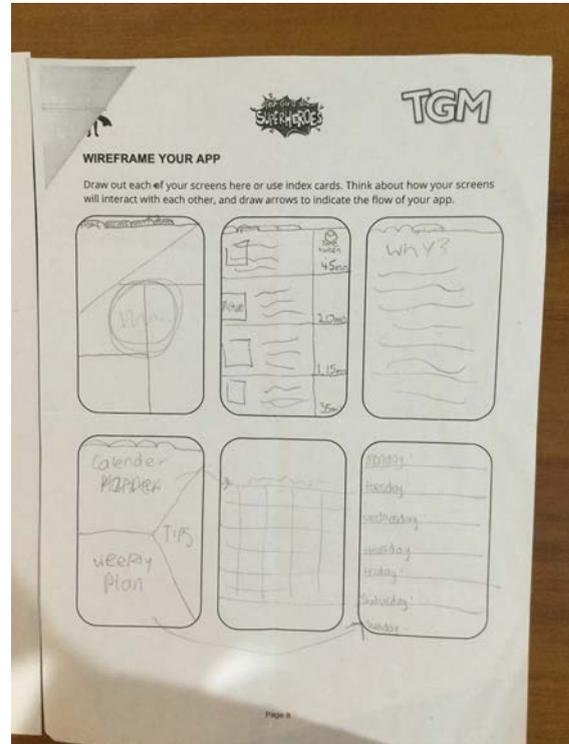
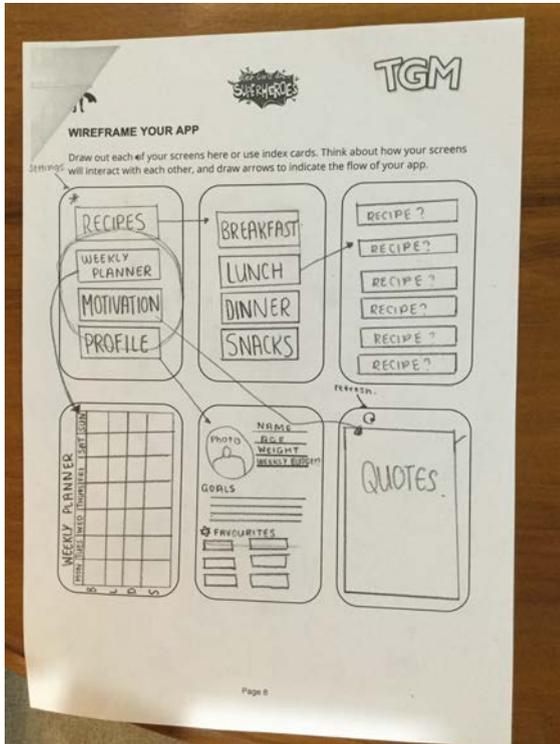
SWOT ANALYSIS

<p>STRENGTHS</p> <p>What are your strengths? Management of time and tasks</p> <p>What do you do better than your competitors?</p> <p>What unique capabilities and resources do you possess? We have a student and teacher who are very good coders and easy access to people out in the working world that we can contact</p> <p>What do others perceive as your strengths? Ability to teach the other members of the group how to do something.</p>	<p>WEAKNESSES</p> <p>What are your weaknesses? What could you do better? Occasionally lose focus, struggle to find times to meet and work on our app.</p> <p>What do your competitors do better than you?</p> <p>What can you improve on?</p> <p>What do others perceive as your weaknesses.</p>
<p>OPPORTUNITIES</p> <p>What trends or conditions may positively impact you?</p> <p>What opportunities are available to you? We have the Otago university nearby and we can organise meeting with people through that</p> <p>How can you turn your weaknesses into opportunities? If we see them as opportunities to grow we can easily learn from them</p>	<p>THREATS</p> <p>What trends or conditions may negatively impact you?</p> <p>What are competitors doing that may impact you?</p> <p>Do you have solid financial support?</p> <p>What impact do the weaknesses have on the threats to you?</p>



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WIREFRAME YOUR APP

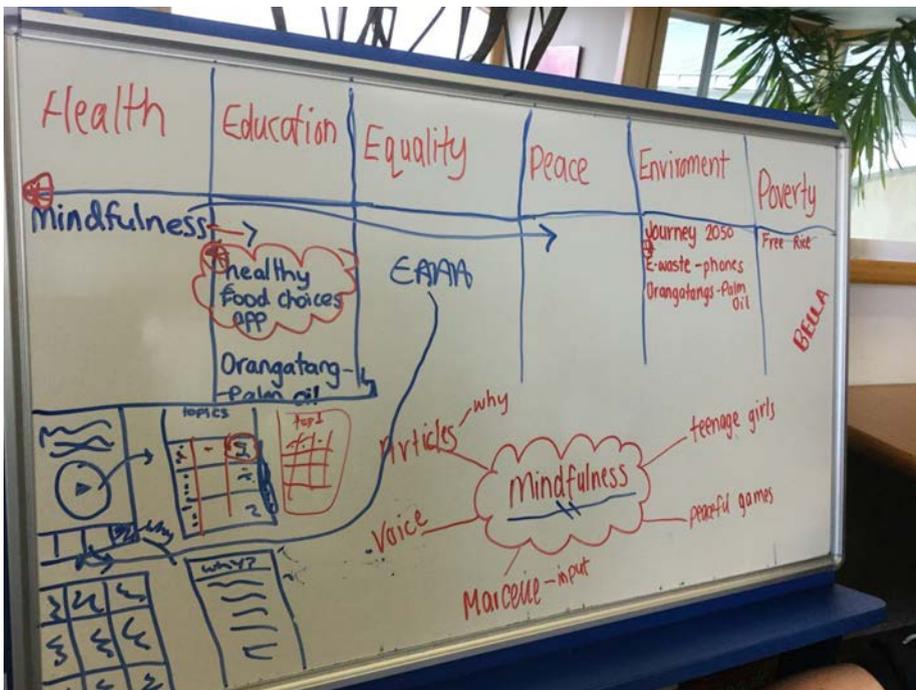
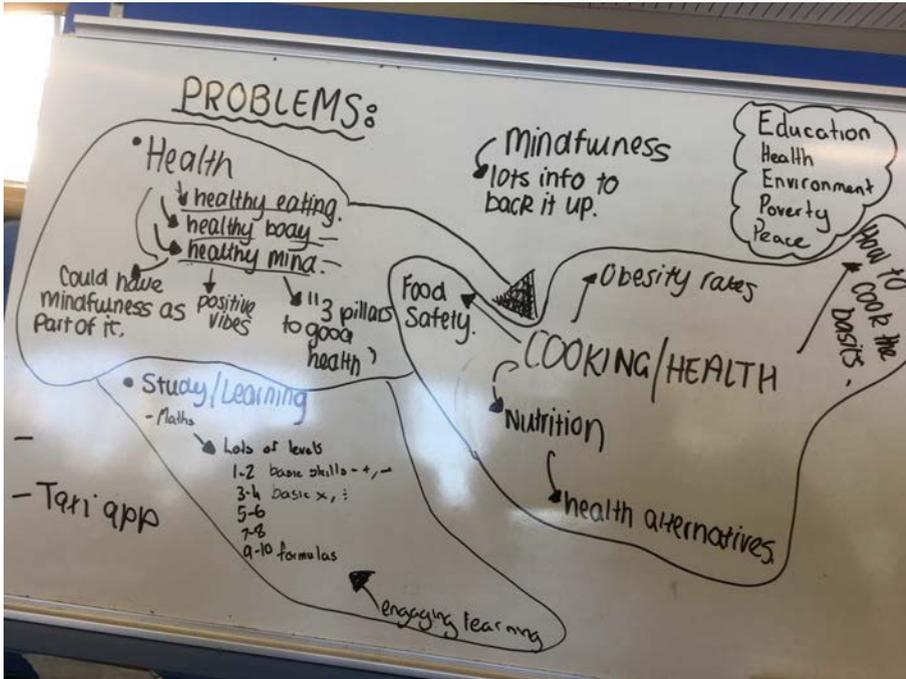




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PROJECT PLANNING

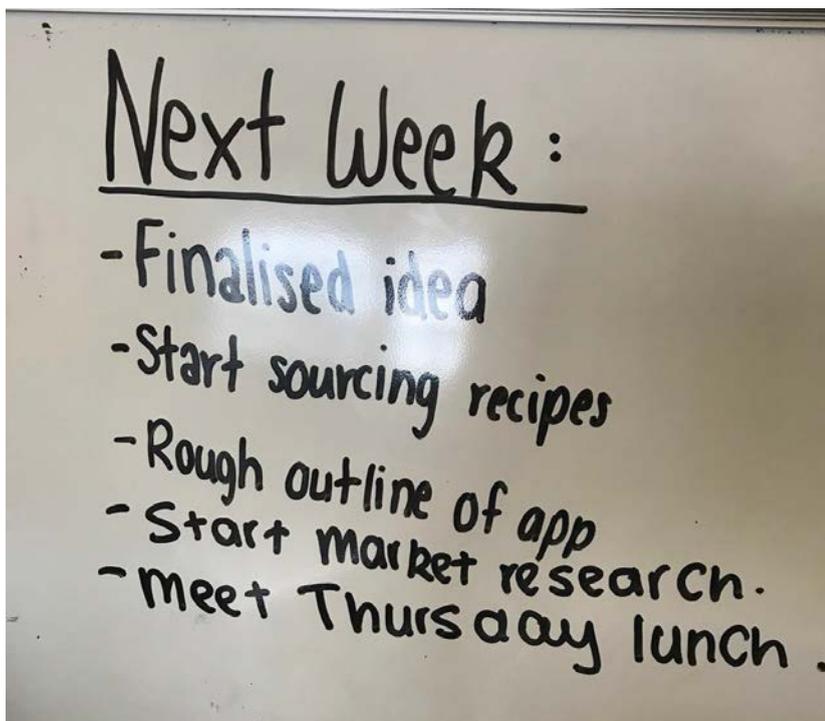
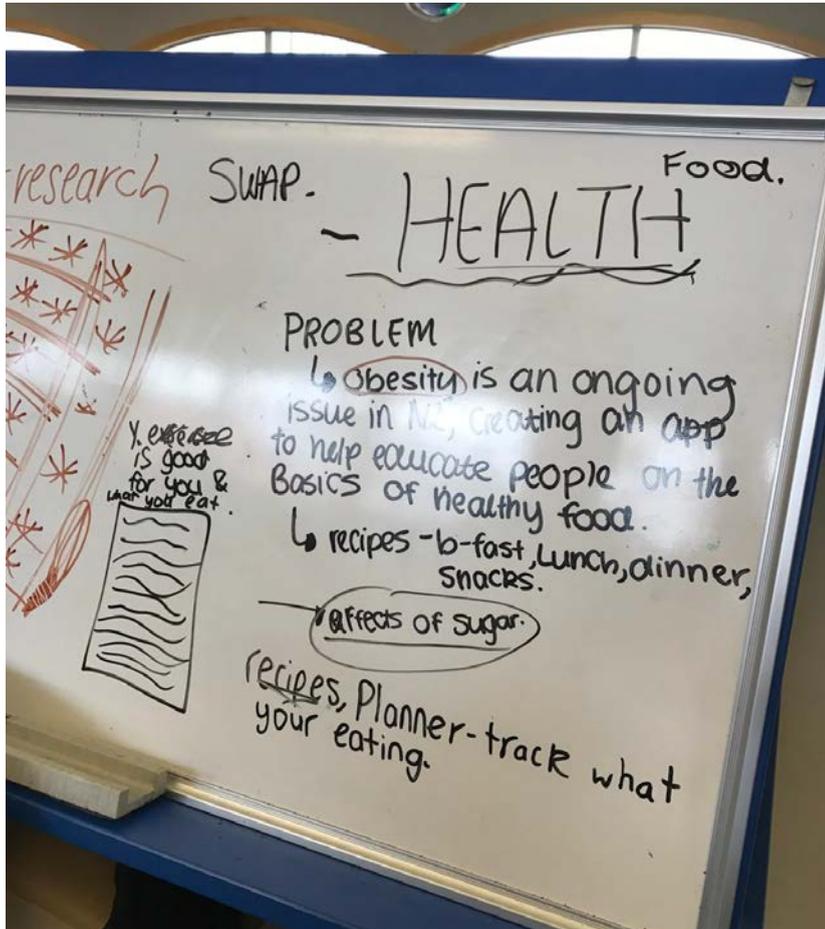
Below are some photos from the planning stages of our project.





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USER TESTING: COLLECTING FEEDBACK ON YOUR PROTOTYPE

Questions	Notes	Changes that need to be made by the team
Is there anything that is unclear or confusing in the user-interface?	No it's quite self explanatory to use.	
Would you prefer the app look or behave differently?	Being alignable to share your planners with friends.	Add a share button or a connect friends through Facebook, instagram etc.
Which features of the app interface and usability are of highest value?	The use of recipes and not having to buy a recipe book or search online etc.	
Are there any missing buttons or other content from the app?	Some of the recipe screens are missing back buttons so I had to quit the app to get back to the home screen.	Adding in a home button so getting back to the home page doesn't mean you have to exit the app.
Did your expectations differ from the intent of the app?	Yes but in a good way, we thought of other ideas to add to the personal information section e.g a photo.	