



Experience Prototype

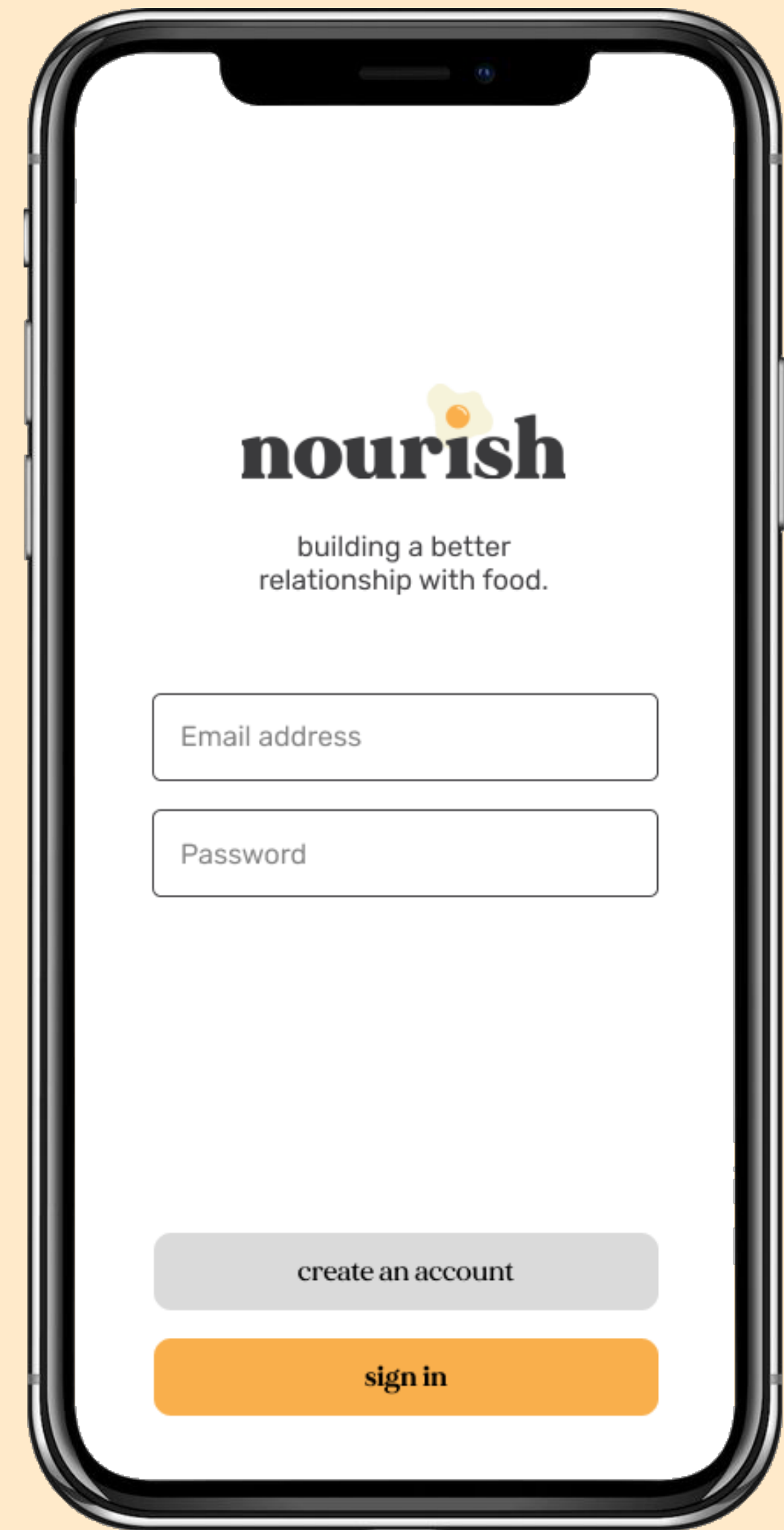
Somewhat lazy and forgetful,
Seth often skips meals and
rarely buys groceries.



Seth's friend Christina notices he's lost an unhealthy amount of weight. Out of concern, she recommends the Nourish app.



Seth decides to download Nourish and sets up his account.



step 1 of 4

Do you have any allergies?

Shellfish

Fish

Gluten

Dairy

Peanut

Tree Nut

Soy

Egg

Sesame

Mustard

Sulfite

Lactose

Nightshade

next step

step 2 of 4

Are there any ingredients you absolutely want to avoid?

Filter ingredients

Beets

Cilantro

Olives

Mushroom

Tomato

Eggplant

Peanuts

Pineapple

Ginger

Mayonnaise

Tuna

Pickles

Brussels sprouts

Broccoli

Carrots

Cauliflower

Onion

Tofu

Peas

Coconut

Cucumber

Beef

Cheese

next step

step 3 of 4

Pick a few cuisines you like.

American

Italian

Mexican

Healthy

Asian

Chinese

Korean

Japanese

Indian

Thai

Mediterranean

Spanish

Seafood

Caribbean

Latin

Middle Eastern

African

Cajun

Hawaiian

Comfort

next step

step 4 of 4

Create your account.

Email address

Password

already have an account?

create account

Curious if it will help, he creates a personalized meal plan.



New meal plan

Choose your meal plan preferences.

What type of diet?

Classic

Low Carb

Keto

Flexitarian

Paleo

Vegetarian

Pescetarian

Vegan

How many times are you willing to cook each week?

Breakfast

7

Lunch

2

Dinner

2

What times do you want to eat?

Breakfast

08 : 00

AM

PM

Lunch

12 : 00

AM

PM

Dinner

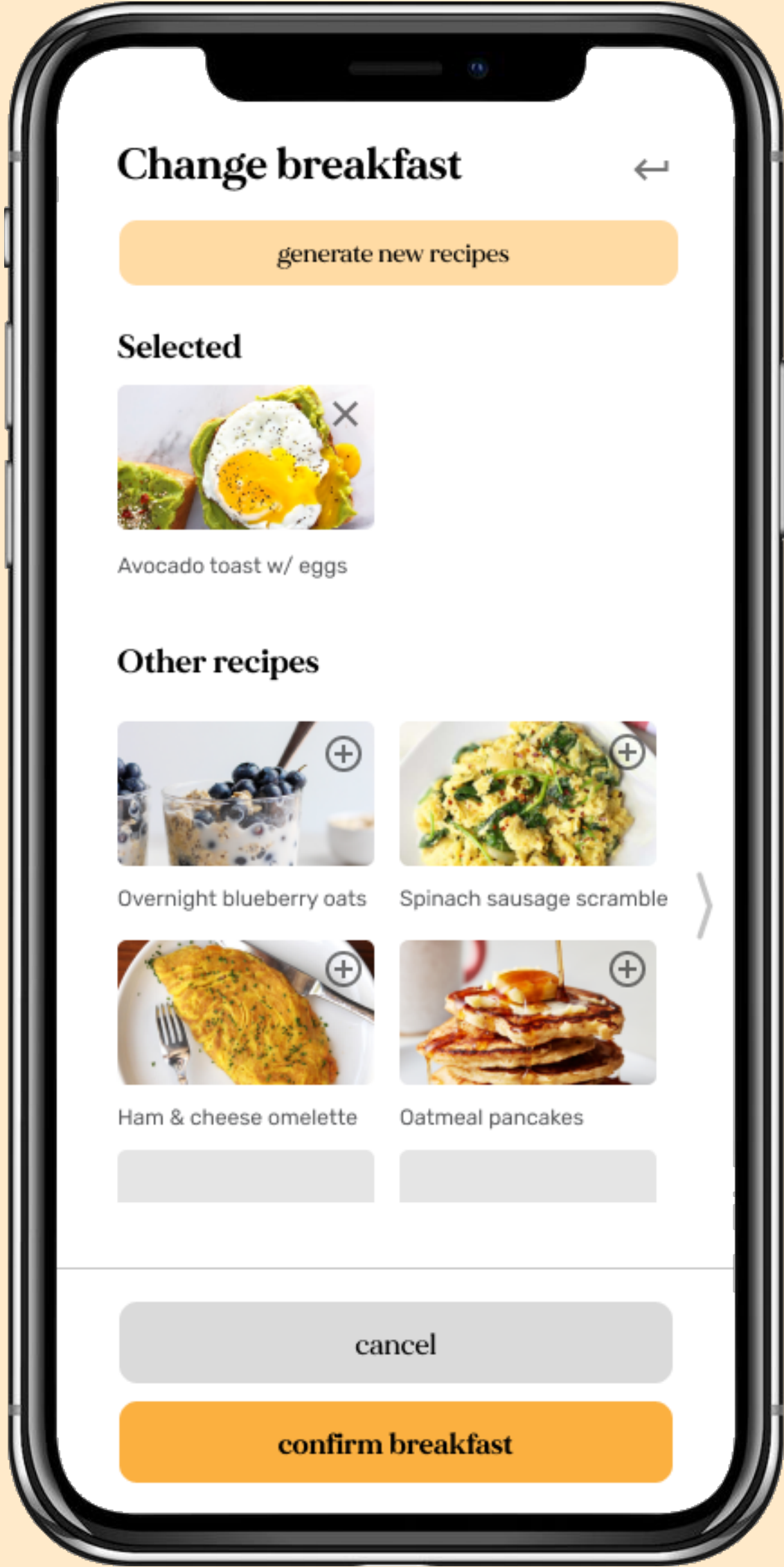
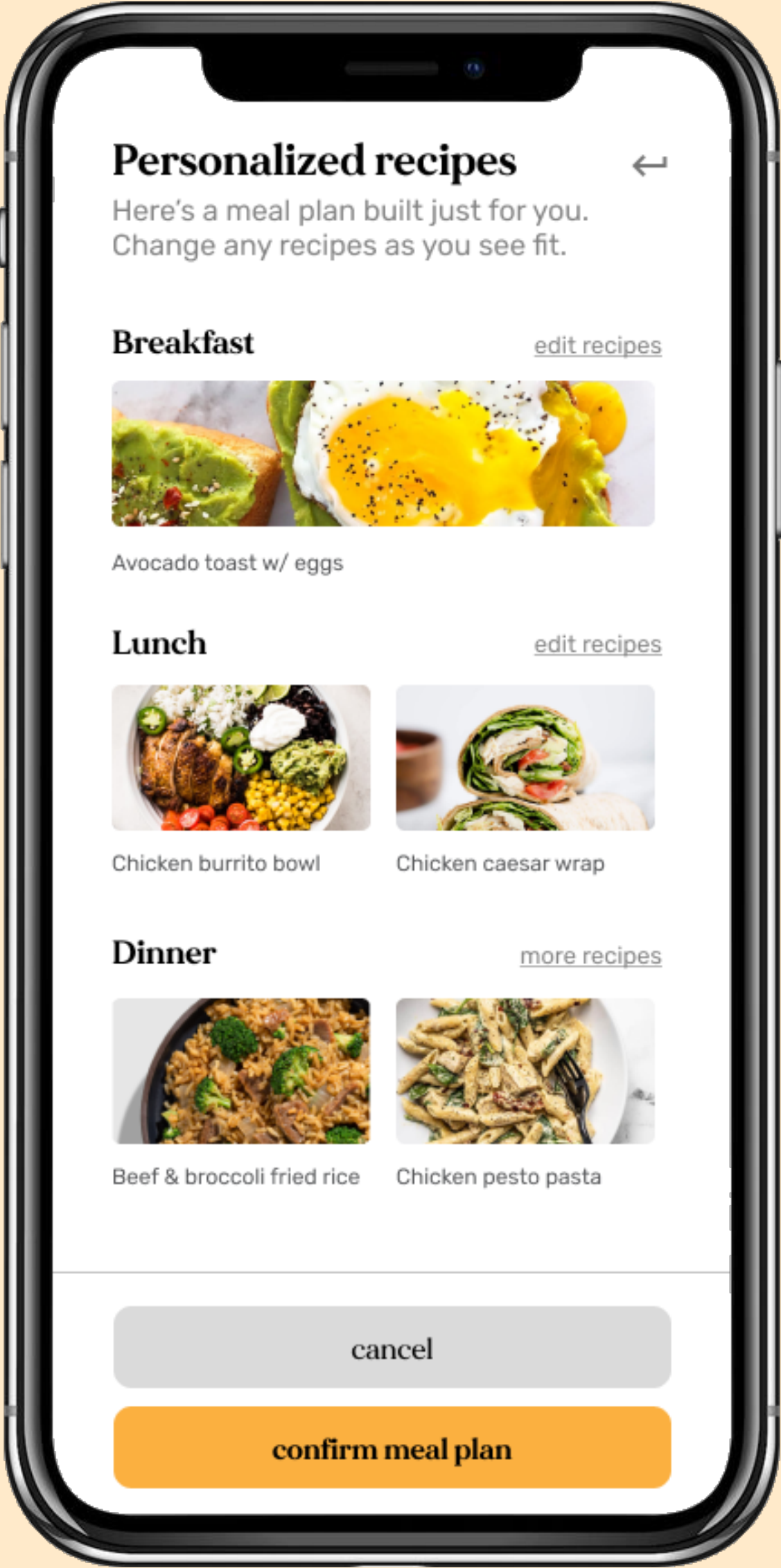
06 : 30

AM

PM

cancel

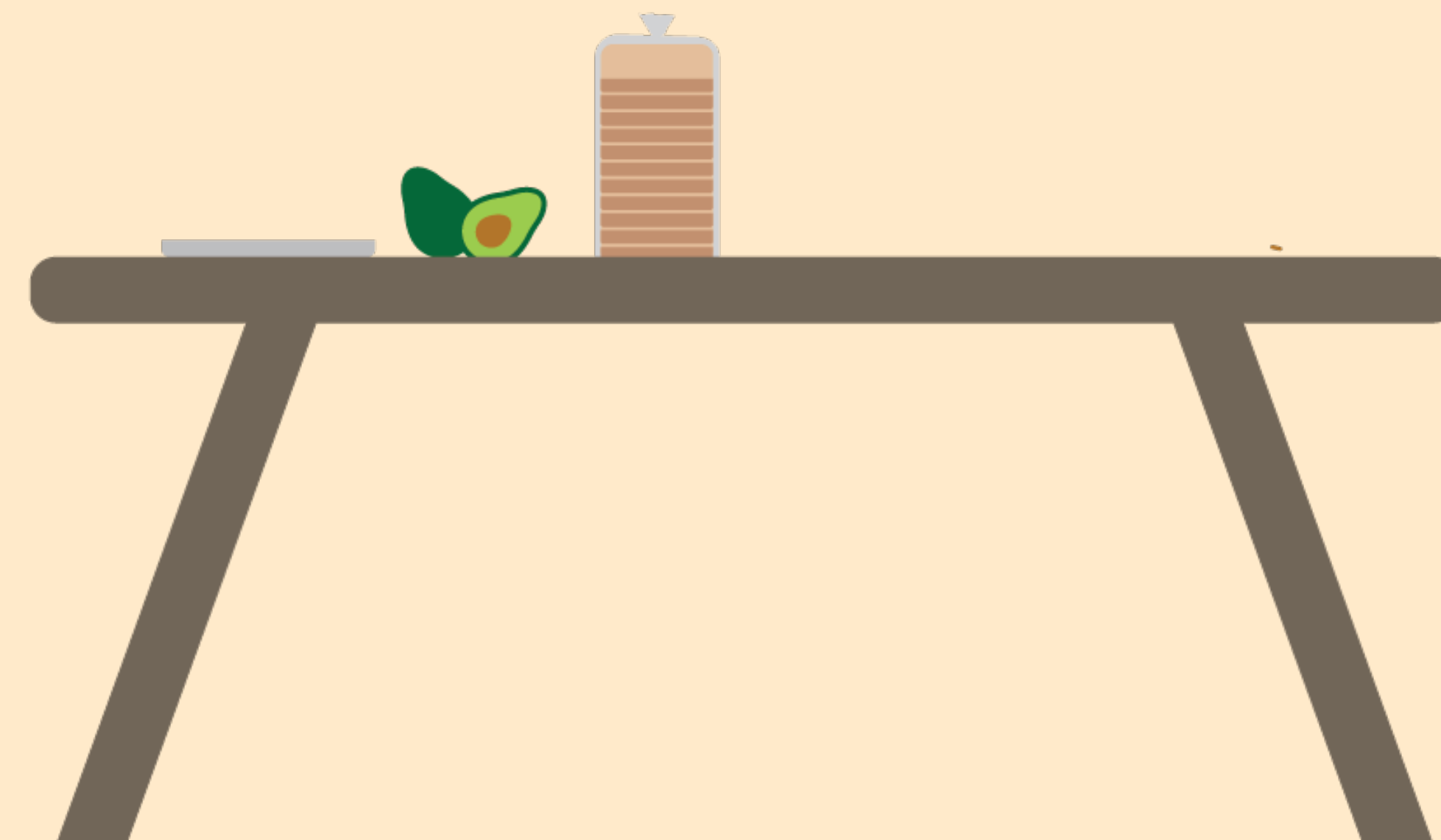
confirm preferences



At 8:00 a.m., Seth gets a notification to cook and eat breakfast.



Even though he doesn't have an appetite, he
cooks eggs with avocado toast to eat for breakfast.



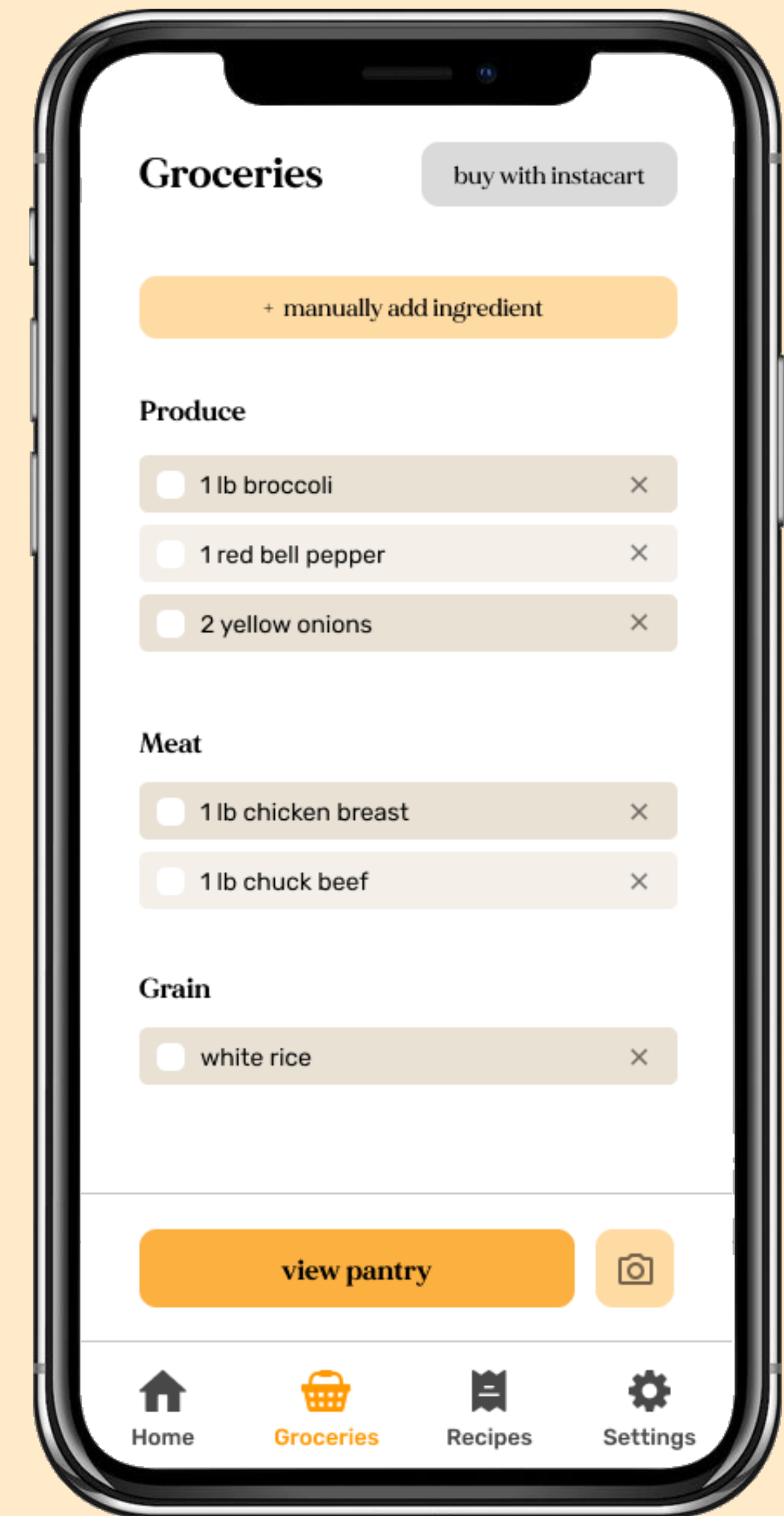
It's tasty!

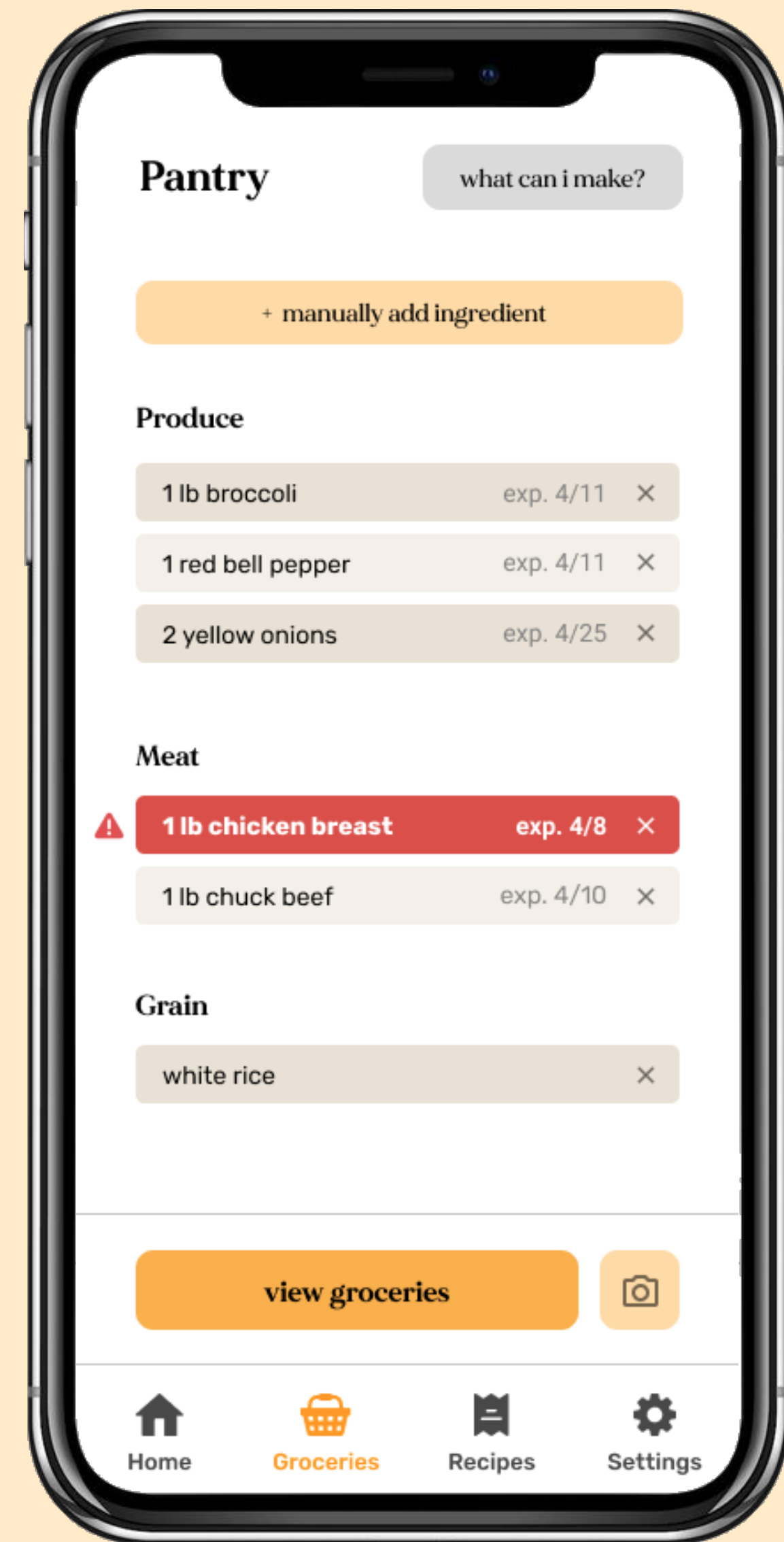
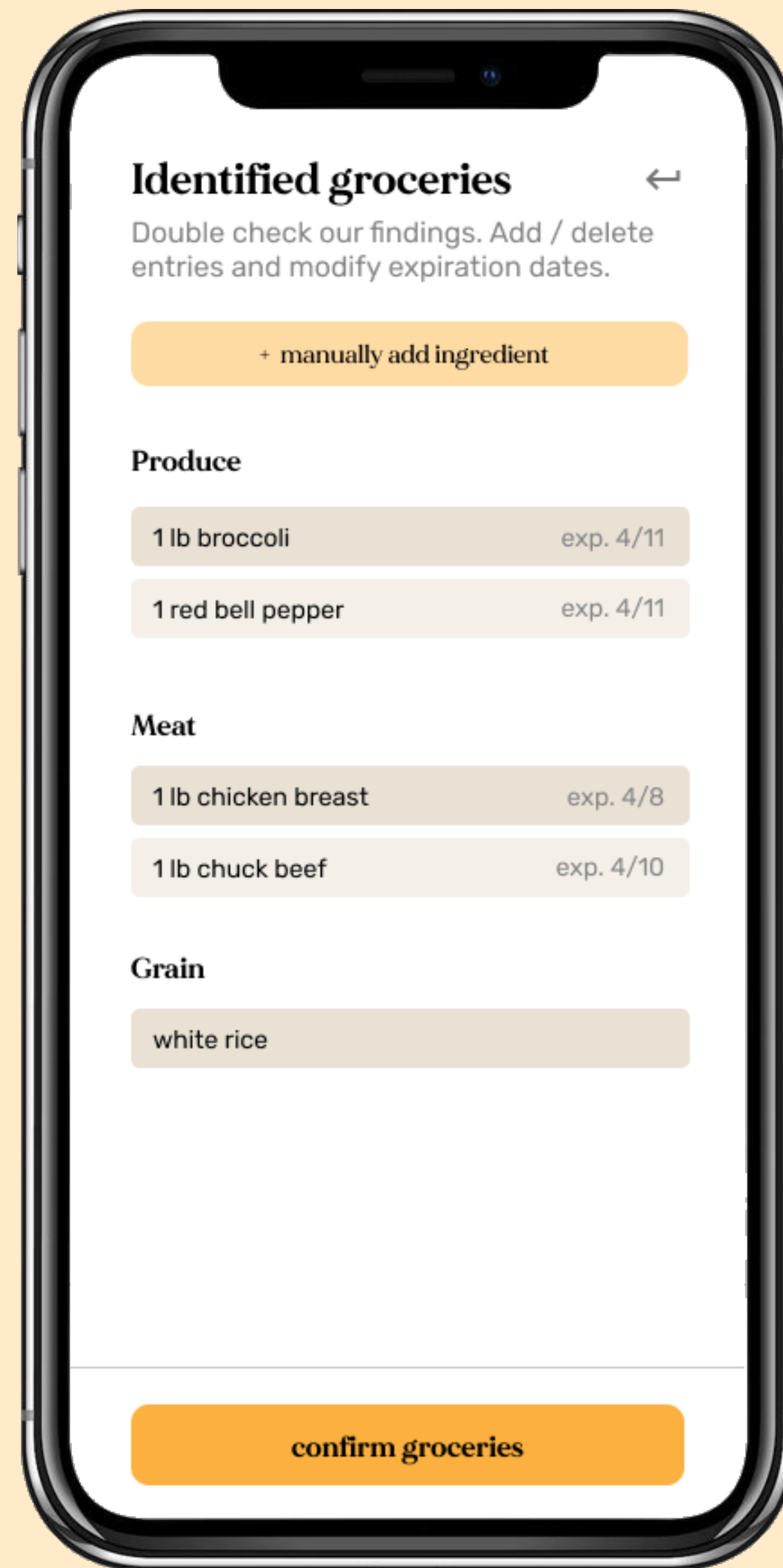


On a full stomach, Seth feels more energized and focused while doing work and exercising.



He starts grocery shopping more, using the app's grocery and pantry list.





Seth bumps into Christina at the supermarket.
She's glad to see he's looking healthier!

