

# RICO CIBO

The logo features the word "RICO" in white, distressed, uppercase letters. To its right, the word "CIBO" is rendered in green, distressed, uppercase letters, contained within a white, rounded rectangular shape that resembles a cutting board. A white handle with a circular hole at the end extends from the right side of the cutting board shape.

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# PROBLEM STATEMENT

Grocery shopping and meal planning can be time consuming and disorganised for people who regularly cook or want to maintain healthier eating habits. Shoppers sometimes struggle to decide what meals to make, remembering what ingredients to buy, and keep remembering the food items they already have at home. This can cause stressful and inefficient shopping trips lead to overspending on duplicate items and wasted food which causes stress.

Shoppers need a simple and convenient way to plan meals, organize their grocery lists, and track already purchased food items all in one place. An app that allows its users to find new recipes, make shopping lists, and monitor the expiration dates of products could immensely help streamline the shopping process. By combining meal planning with food tracking, the app can help users save time, reduce food waste, save money, and make healthier meal choices.



# PROJECT OBJECTIVE

Design a user-friendly mobile application that simplifies the grocery shopping experience by combining meal planning, shopping list organization, and food tracking into one platform.



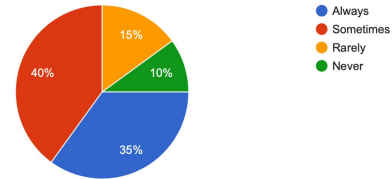
# RESEARCH METHODS

## Survey

- We found that users mostly rely on grocery lists and cook regularly. They typically struggle with meal planning, food waste and overspending on things they already have or didn't intend to buy.
- Users frequently look up recipes when planning their meals.

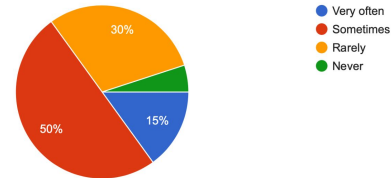
Do you usually make a grocery list before shopping?

20 responses



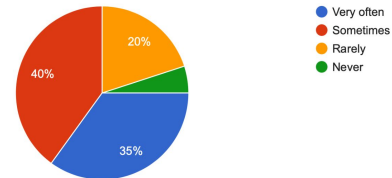
How frequently does food expire before you use it?

20 responses



How often do you look up recipes when planning meals?

20 responses



# RESEARCH METHODS

## SWOT Analysis

### Strengths

- **All-in-one solution:** integrates meal planning, grocery shopping, and food tracking into one easy-use platform.
- **Cost-effective:** helps users save money by utilizing what they already have, unlike apps where you pay more to have the work done for you.
- **Reduces food waste:** keeps track of what you have purchased and its expiration dates to combat the \$1,600 a year the average family wastes on uneaten food.

### Weaknesses

- **User effort:** logging expiration dates and pantry items requires more manual work from the user than a basic list app.
- **Habit building:** relies on users consistently updating their inventory and checking the app before deciding what to cook.

### Opportunities

- **Eco-conscious market:** with up to 40% of the US food supply going to waste, more users are looking for sustainable, money-saving tools.
- **Store integration:** potential to partner with grocery chains to automatically sync purchased items and expiration dates to save users time.

### Threats

- **Market competition:** established apps like Out of Milk already track pantry items, and Mealime offers simple meal planning; they could easily adopt expiration tracking.
- **App fatigue:** users might prefer to stick with simple, built-in notes on their phones rather than downloading a dedicated shopping and tracking platform.



# PERSONA 1

## Organized and busy meal planner

### Sara Green

Age: 27

Occupation: Sales representative at a car dealership

Lifestyle: busy during the day, tired in the evenings.

Sara cooks several times a week and tries to stay organized with her meals. She usually plans ahead with recipes or will prepare meals on weekends when she has the time by making a grocery list on her phone. Even though she is organized when it comes to meal planning, she still finds the process overwhelming and time consuming to deal with each week in between working long hours.

### Goals

- Plan meals efficiently
- Eat meals at home
- Stay organized while shopping
- Make grocery shopping less time consuming

### Pain Points

- Struggles to decide what to make
- Occasionally forgets ingredients while shopping
- Spends too much time keeping track of what is needed to be restocked in her home.

### Needs

- Easy way to plan weekly meals
- Organized grocery lists
- Shopping by supplied recipes.



# PERSONA 2

## Home Cook and Family Chef

### Chilly Fennel

Age: 36

Occupation: Works from home, family oriented and cooks for fun

Chilly cooks almost every day for his family and struggles to stay updated with all the recipes and ingredients he has. He will usually go shopping at the end of the week in preparation for the upcoming one, and buy ingredients for recipes he's planned through the week. He does this the old fashioned way with writing everything down, which means sometimes ingredients are forgotten if they aren't on the list, or repeatedly bought if what is at home is forgotten.

### Goals

- Streamline his recipes so that when he goes shopping he has an organized list for each recipe
- Separate the things he buys into portions for recipes
- Not buying things he already has from last week

### Pain Points

- Forgets items that he forgot to put on his list
- Gets double items from overlapping recipes
- Struggles with buying specific portions

### Needs

- A grocery list that can separate ingredients for different recipes
- A way to alert him of overlapping ingredients, allowing him to buy enough for both
- A simplified and less stressful shopping experience



The background features a grid of overlapping, semi-transparent wireframe screens or documents, each containing various UI elements like text boxes, buttons, and lines. The entire scene is overlaid with a green-to-black gradient, with the green being more prominent on the left and fading into black on the right.

# DESIGN EVOLUTION

#ffffff

C: 0% M: 0% Y: 0% K: 0%

#9abe5f

C: 44% M: 8% Y: 81% K: 0%

#1a2815

C: 74% M: 55% Y: 80% K: 73%

#000000

C: 75% M: 68% Y: 67% K: 90%

# BRANDING

## KILN SANS

### REGULAR

AA BB CC DD EE FF GG HH  
II JJ KK LL MM NN OO PP  
QQ RR SS TT UU VV  
WW XX YY ZZ

### Inter

#### Regular

Aa Bb Cc Dd Ee Ff  
Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

#### Medium

Aa Bb Cc Dd Ee Ff  
Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

#### Bold

Aa Bb Cc Dd Ee Ff  
Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

## Logo System





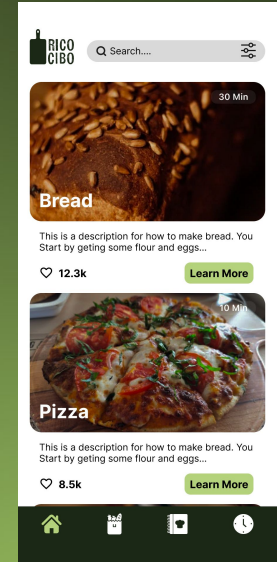
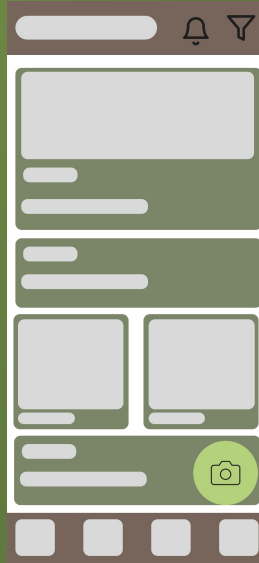
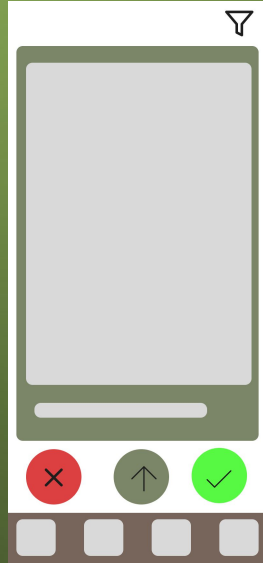
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CIBO**

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CIBO**

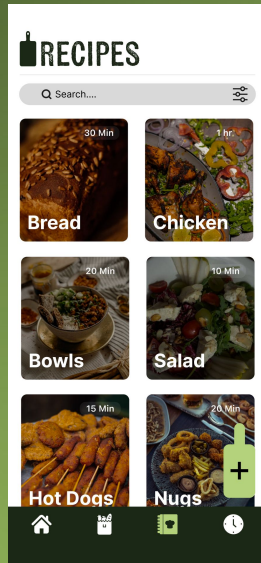
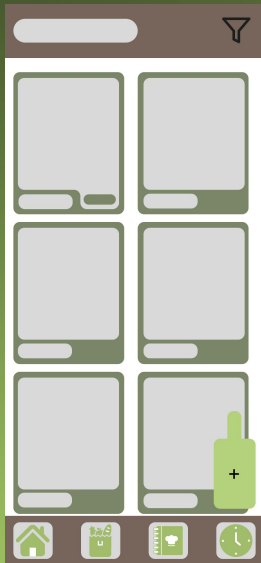
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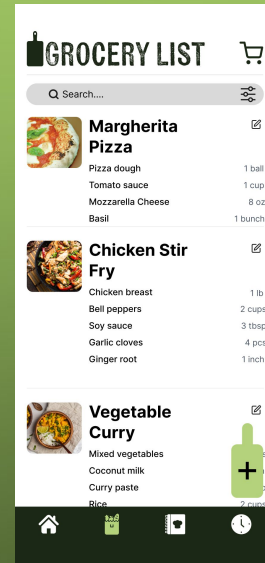
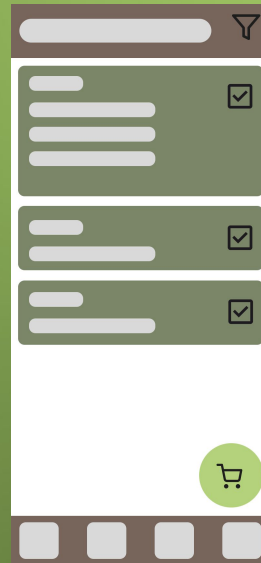
# HOME PAGE



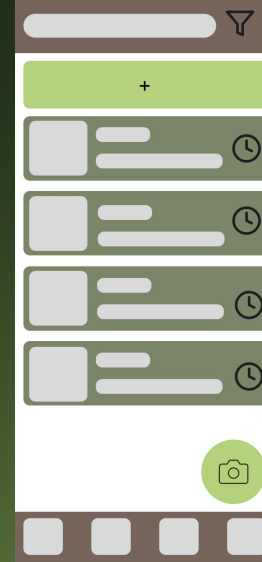
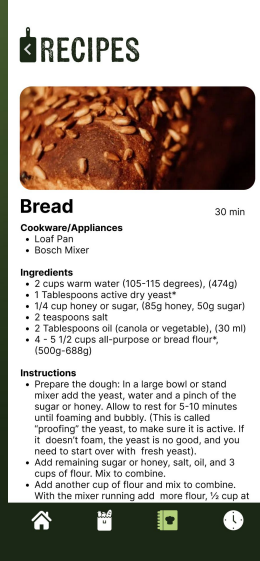
# RECIPIES



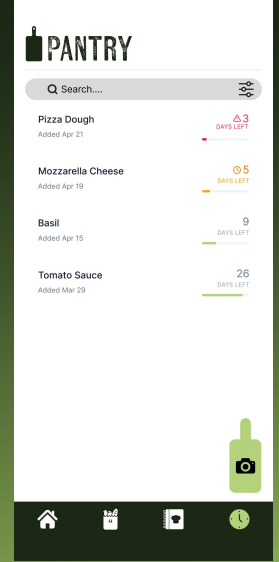
# GROCERY LIST



# RECIPIE VIEW



# PANTRY





# REFLECTION

In the beginning, the goal we set was to make an app that streamlines shopping and tracks purchased ingredients. Throughout the design process, we stuck to this main idea and started to refine our ideas to reflect the goal as effectively as possible, cutting ideas that weren't necessary and improving our core ideas. Because we had a clear objective from the start, and knew how we wanted to achieve it, there weren't many challenges that came up, just polishing what we already had. Our research reflected the problem we concluded, with people struggling with meal planning and food waste often, and our process aimed at simplifying the experience for everyone. Because we wanted the app to be accessible to all, we focused on making it simple and visually clean, basing our design on other popular apps, like Twitter and Instagram, learning through them and their interfaces.



**Eliminating Food Waste**