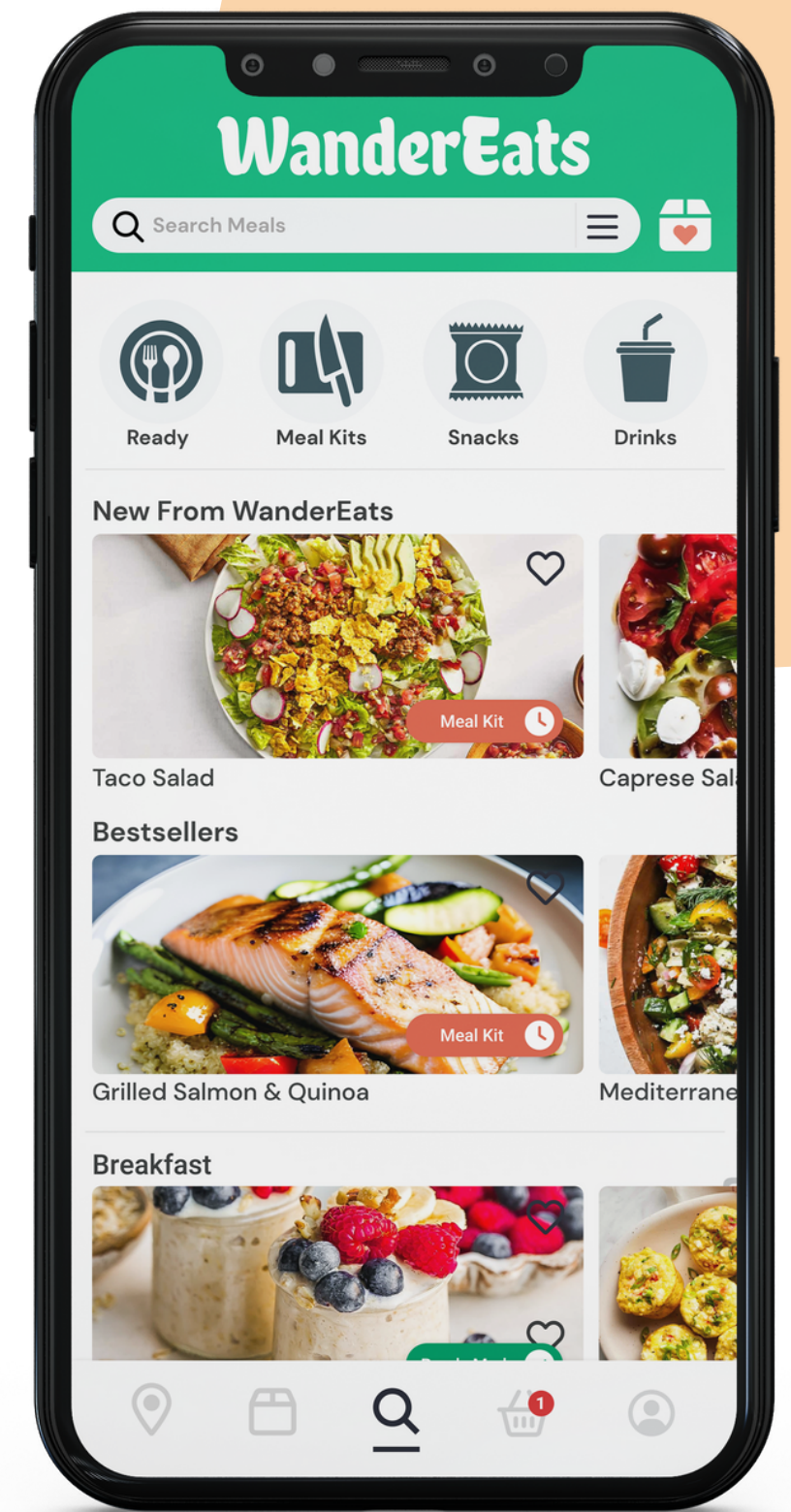


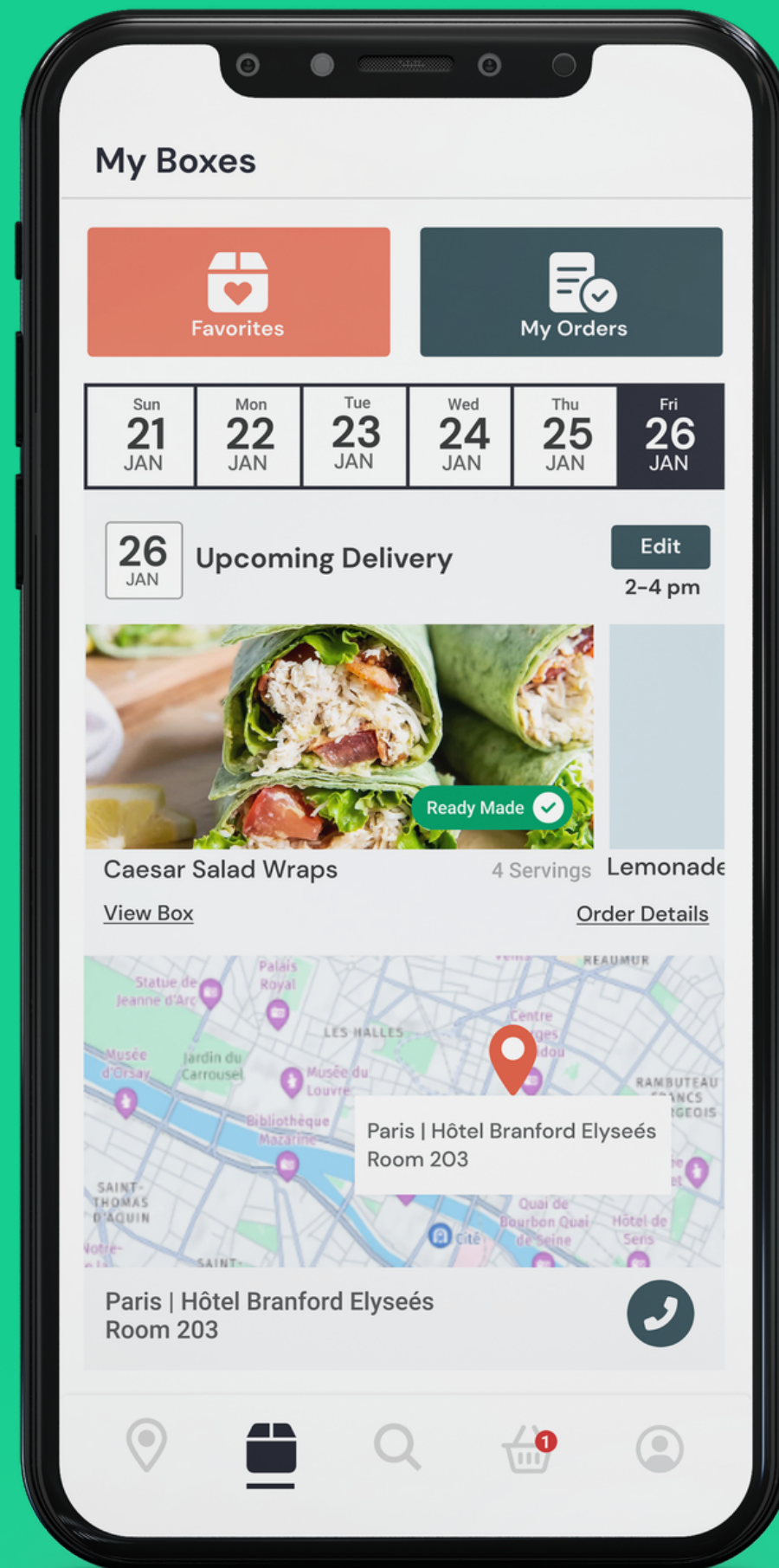
WanderEats

Healthy Eats, Anytime, Anywhere



What is WanderEats?

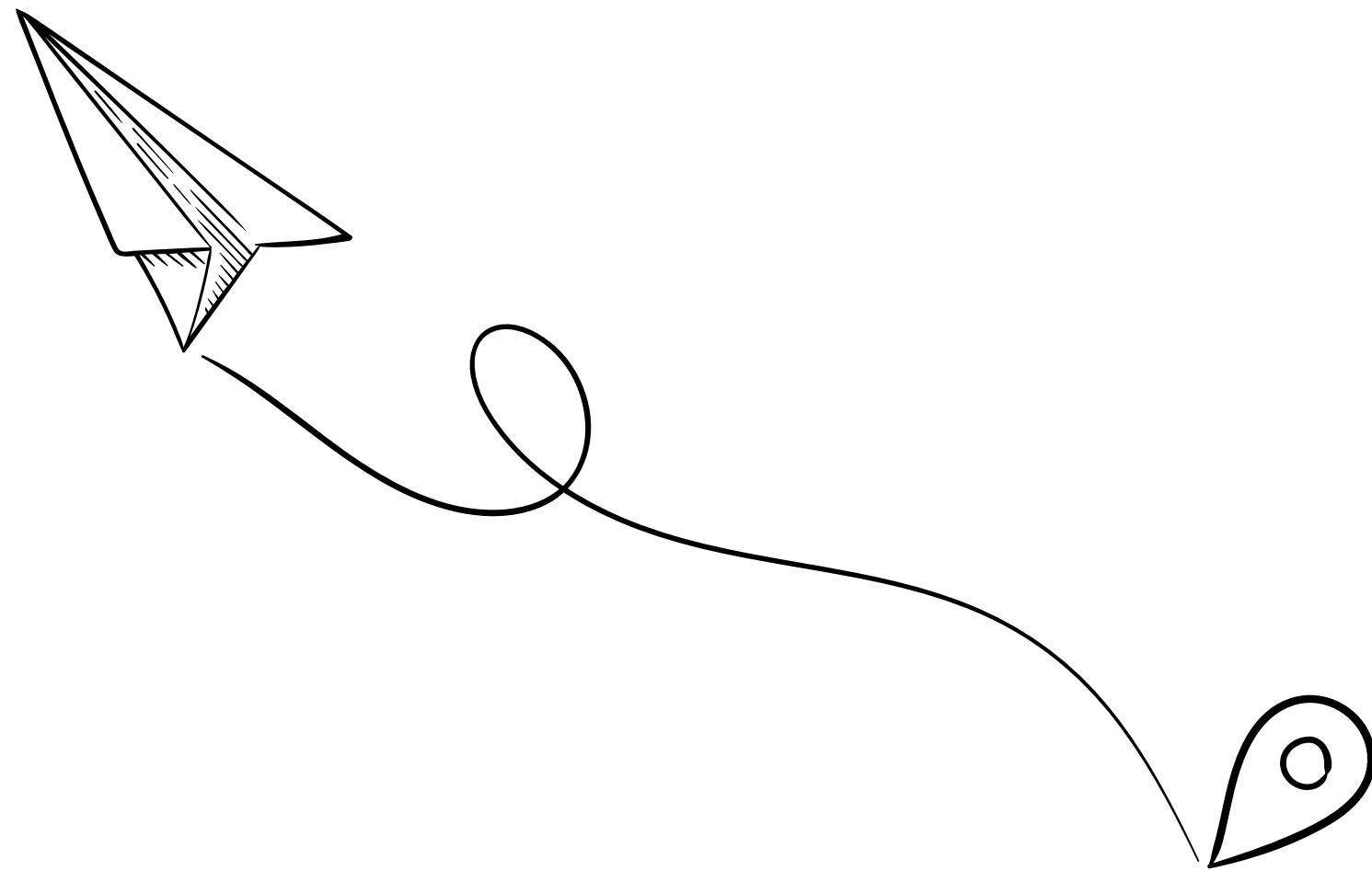
WanderEats is a **Food Delivery App** for **people traveling** who want an easy way to eat healthy foods on their journey. Pre-packaged healthy meals and snacks are **delivered or picked up based on the users itinerary** so that they can maintain a nourishing and balanced diet effortlessly, even while on the move.



Problem Statement

03
→

Eating healthy while travelling is hard.



Maintaining Diets

Difficulty in maintaining a healthy diet during journeys.

Limited Access

Limited access to nutritious meals for travelers on the move.

Dietary Restrictions

Challenges for individuals with dietary restrictions to find suitable food options while traveling.

Product Vision

WanderEats revolves around understanding the behaviors, values, goals, and pain points of travelers who struggle to maintain a healthy diet on the go.

WanderEats aims to address these needs by providing a future state where travelers can easily access nutritious food options tailored to their preferences and dietary restrictions

Goals

05
→

1

Promote Healthy Eating on the Go

3

Flexible Delivery and Pick-Up Services

2

Offer Diverse and Nutritious Options

4

Transparent Nutritional Information

Solution

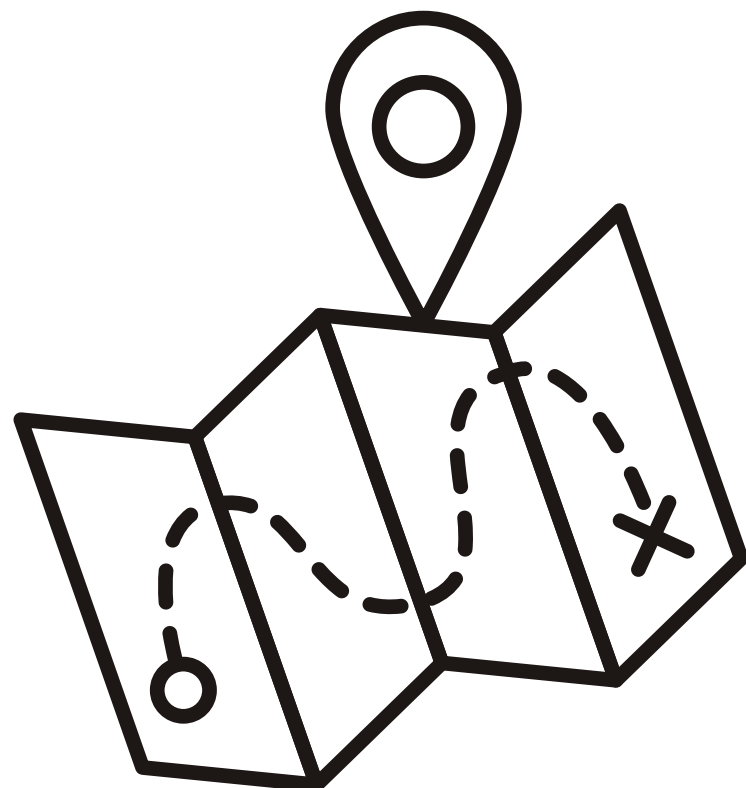
06



Healthy Eats, Anytime, Anywhere

Convenience

Pre-packaged healthy meals, snacks, and meal kits.



Flexability

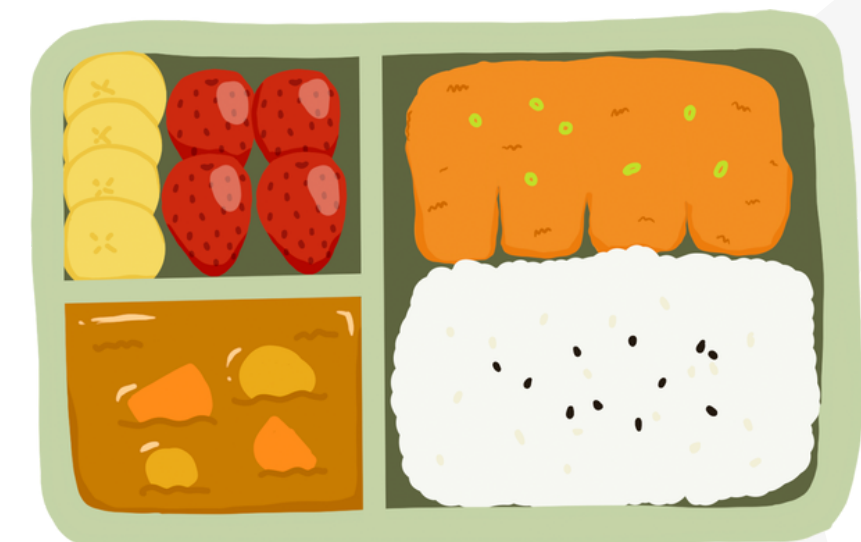
Delivery and pick-up services tailored to dynamic travel itineraries.

Customizable Meal Boxes

Customizable boxes and detailed nutritional information for user preferences.

Maintaining Diets

Empower travelers, including those with dietary restrictions, to maintain a nourishing and balanced diet effortlessly.



Persona

07
→

Who will use WanderEats?



Meet
Hannah
Walker

- Wife and mother of 2 kids
- Lives in Seattle with her family
- Loves going on roadtrips with her husband and 2 kids
- Her Husband is diabetic
- Her kids are picky eaters
- Son has some food allergies
- Wants to go on vacation with her family
- Wants her family to eat healthy
- Finds it difficult to maintain a healthy diet while travelling

Scenario

08



Healthy Eats, Anytime, Anywhere

Hannah Walker and her family are taking a road trip through Europe. They will be staying at different Hotels and Airbnbs along the way.

Goals

Hannah wants her family to maintain a healthy diet while on this trip, accommodating her family's dietary restrictions and her kids' picky eating.

- Easy onboarding process for selecting dietary needs and restrictions
- Easy itinerary set-up and planning
- Scroll through and search for different meal options
- Flexibility with the delivery/pickup process



Moodboard & Color Palette

Brand Colors

#14CE8F

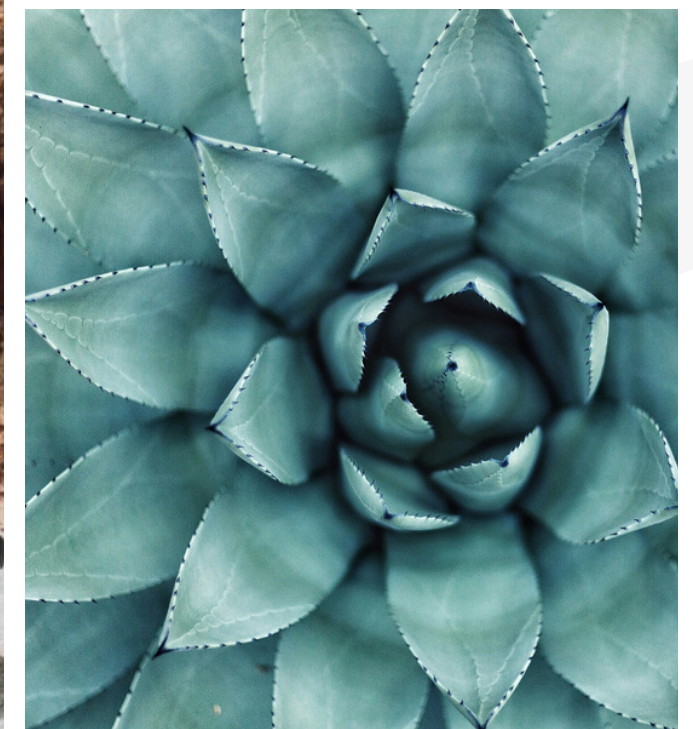
#3F5A63

#EF7864

#D5DBE1

#F9D4A9

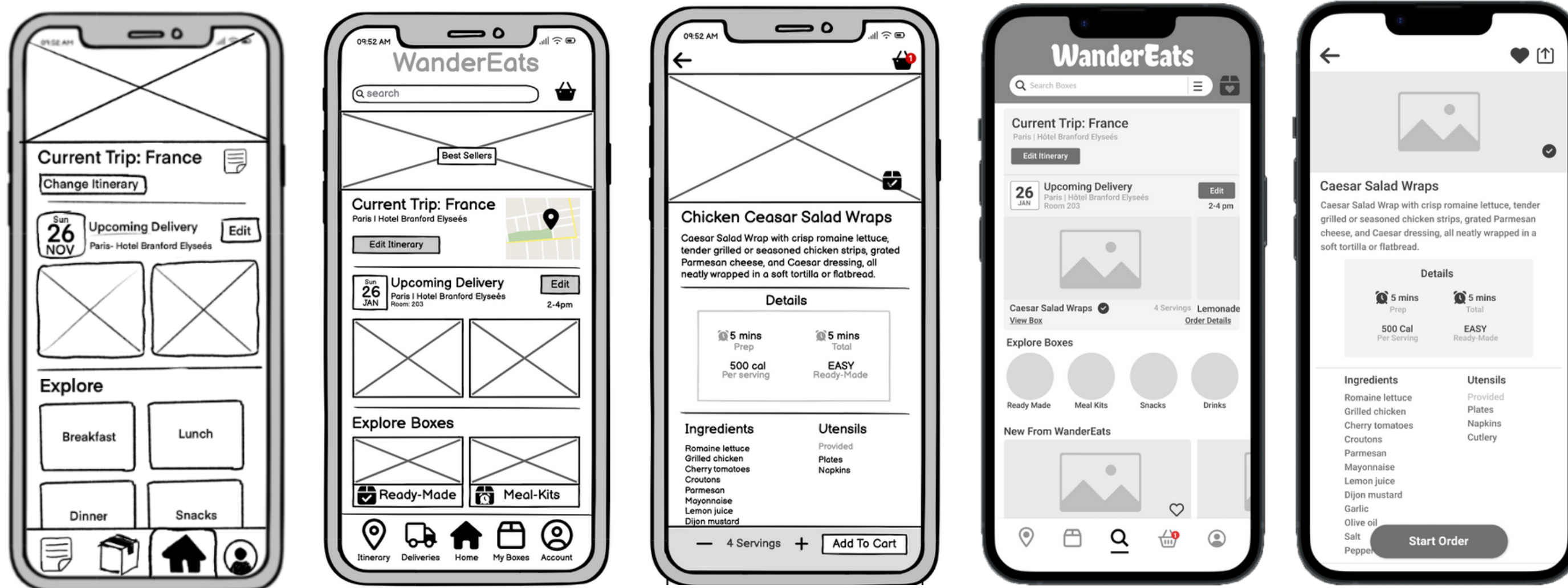
Organic, fresh, trust, health, exploration



Wireframes

12
→

Lo-Fi & Mid-Fi

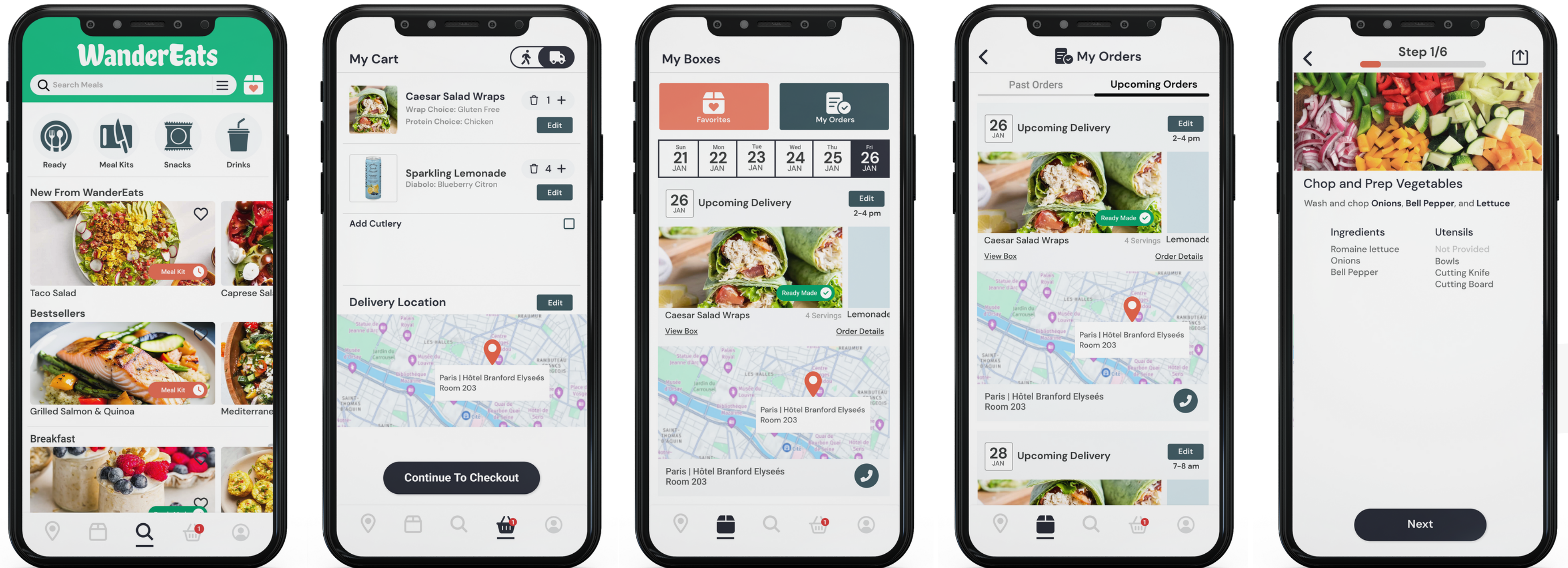


Feedback

- More customization options
- Personalization for profiles
- Customer reviews
- More filters and sorting options

Prototype Walkthrough

13



DEMO



Whats Next?

14



1

Further Develop the App

Things to add:

- Partnerships & Collabs (ex: Farmers, Airbnb, Hotels, Airports, Grocery Stores)
- Customer Testimonials/Reviews
- Community Engagement
- Accessibility

2

User Testing

3

Build Portfolio Case Study

- Website
- Marketing Materials
- Logo & Branding

A teal Volkswagen Beetle is driving away on a paved road. A red bicycle is mounted on the roof rack. The car's license plate reads 'HEC 511N'. In the background, there are large green trees and a tall, grey stone church tower. The sky is blue with some clouds. In the foreground, there is a field of green grass and some out-of-focus red flowers.

Thank You!

WanderEats