

Research Documentation: The Living Meals

Defining core user needs and health-focused culinary competitive landscape.

User Personas



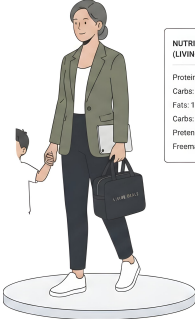
NUTRITION & MACROS (LIVING MEALS)

Protein: 160g
Carbs: 220g
Fats: 75g
Calories: 20g
Protein: 75g
Fibre/monit: 70g

Persona A

"The Goal-Driven Athlete"

- Needs:** Advanced dietary profiling and rapid meal customization.
- Goals:** Achieve wellness objectives without configuration friction.



NUTRITION & MACROS (LIVING MEALS)

Protein: 90g (x3 servings)
Carbs: 280g (x3 servings)
Fats: 110g (x3 servings)
Calories: 20g
Protein: 75g
Fibre/monit: 70g

Persona B

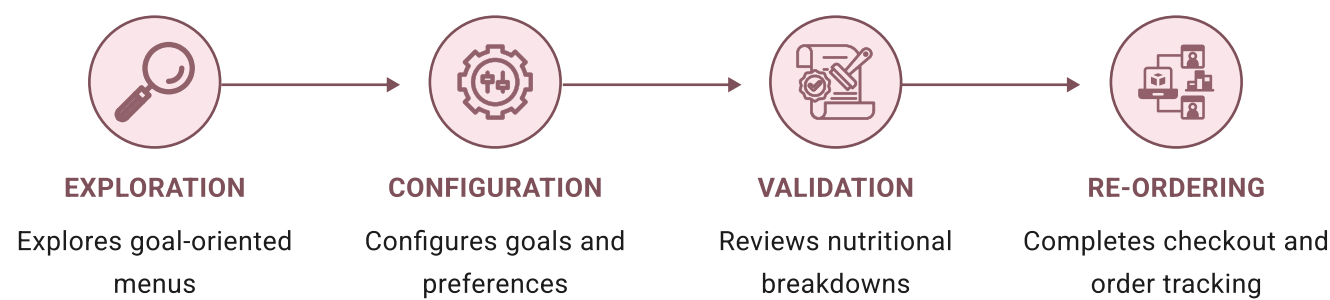
"The Wellness-Focused Parent"

- Needs:** Strict allergen filters and transparent ingredient sourcing.
- Goals:** Plan balanced family meals quickly during busy weeks.

Competitive Analysis

Feature	Living Meals	Competitor A	Competitor B
PERSONALIZATION ENGINE	ADVANCED	BASIC	NONE
TRANSPARENCY	HIGH	BASIC	LOW
CUSTOMIZATION	FLUID	STATIC	RIGID

User Journey Map



Core Design Constraints

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ADAPTABILITY: Dynamic UI shifts for changing nutritional goals and restrictions.
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CLARITY: Minimalist interface design to highlight food aesthetics and reduce mental load.
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EFFICIENCY: Low-friction toggles that accelerate meal configuration.
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TRANSPARENCY: Clear visual hierarchies highlighting ingredient sources and metrics.