

You're all set!



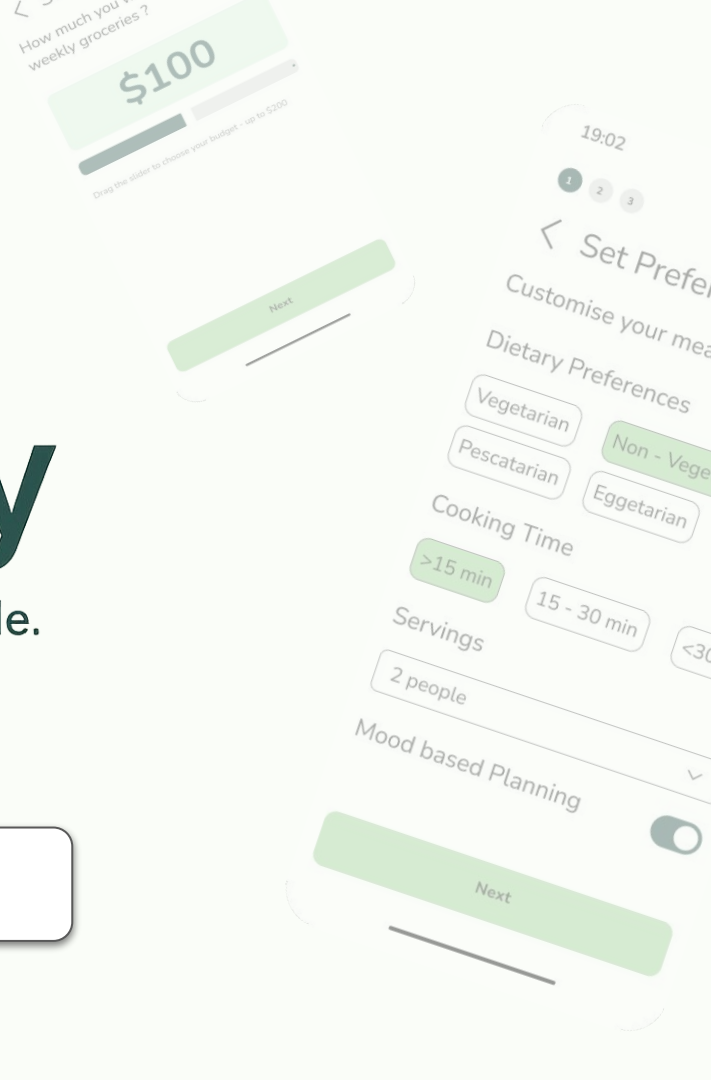
Your Preferences, Pantry and Grocery Budget have been saved

Savorly

Smart Meals. Made Simple.



Figma Prototype



Meal Planning Today Feels Rigid, Impersonal, and Overwhelming

Existing tools miss the real-life complexity of meal planning.



Mealime

"Preset plans create pressure to follow a perfect schedule." Mealime emphasizes rigid, one-size-fits-all meal plans that often feel hard to sustain in real life.



Whisk

"Unlimited recipes lead to unlimited overwhelm." Whisk offers too much choice without guidance, leading users to decision fatigue instead of simplicity.



Paprika

"Offline recipes isolate the planning experience." Paprika stores recipes well but disconnects users from pantry, budget, and grocery flows — making planning feel fragmented.

Why users struggle with existing tools:

- Tools like Mealime, Whisk, and Paprika offer basic recipes or static plans.
- They fail to adapt to real-life variables like pantry inventory, budget, or time constraints.
- Users feel overwhelmed by choice, and abandoned plans lead to food waste and frustration.

“ I want to eat better, but I always end up ordering out because my plan doesn't match my actual life. ” — User quote from survey

Busy Lives. Abandoned Meal Plans. Unmet Needs.



Neha (27, Marketing Executive, Bangalore)

Lives alone, eats out often, wants to cook more at home

"I want to eat better, but I don't have the time to plan."



Vaibhav (34, Parent, Bangalore)

Manages family groceries and cooking

"We waste food every week because we forget what we have."



Sara (22, Student, Bangalore)

On a tight budget, new to cooking

"I buy random stuff and don't know what to make with it."

Through 7 user interviews and 30+ survey responses,

Top Pain Points Identified are:

- Meal plans don't match what's actually at home
- Grocery lists feel disconnected from recipes
- Cooking is a daily burden, not a flow
- Budget isn't considered in most apps



[View Survey](#)



[Survey Summary](#)

The Meal Planning Journey Is Stressful, Disconnected, and Repetitive

Despite good intentions, users fall off the meal planning process because each stage feels disconnected, repetitive, and emotionally draining.

This journey map reveals key friction points and emotional drop-offs— exactly where Savorly aims to help.



User Journey Map

Design Opportunities Uncovered

- **Personalized Planning:** Users want meal plans that adapt to real-life variables (mood, time, pantry).
- **Smart Grocery Sync:** Lists should connect directly to planned meals and pantry stock.
- **Reduce Decision Fatigue:** Users need smart defaults, not just endless options.
- **Emotional Relief:** Shift the experience from pressure and guilt → ease and confidence.

How Might We Simplify Meal Planning for Real-Life Routines?

Core Problem Statement:

“People want to eat healthier and save money, but real-life barriers — like time constraints, forgotten ingredients, and rigid meal plans — make traditional meal planning tools unsustainable.”

To address these real-life challenges, key design questions were framed using the How Might We (HMW) approach.



How might we create meal plans that adapt to changing routines and moods?



How might we sync user's pantry, preferences, and budget to suggest relevant meals?



How might we reduce the mental load of weekly planning and grocery prep?



How might we create meal plans that adapt to changing routines and moods?



How might we guide users without over-whelming them with choices?

These questions helped shape Savorly's product vision: a smarter, adaptive, real-life meal planner.

Reimagining Meal Planning Around Real-Life Habits

Introducing Savorly

A personalized, adaptive, and pantry-aware meal planning tool that helps users plan, shop, and cook with ease — tailored to their routine, mood, and budget.

Key Features Shaped by Research:

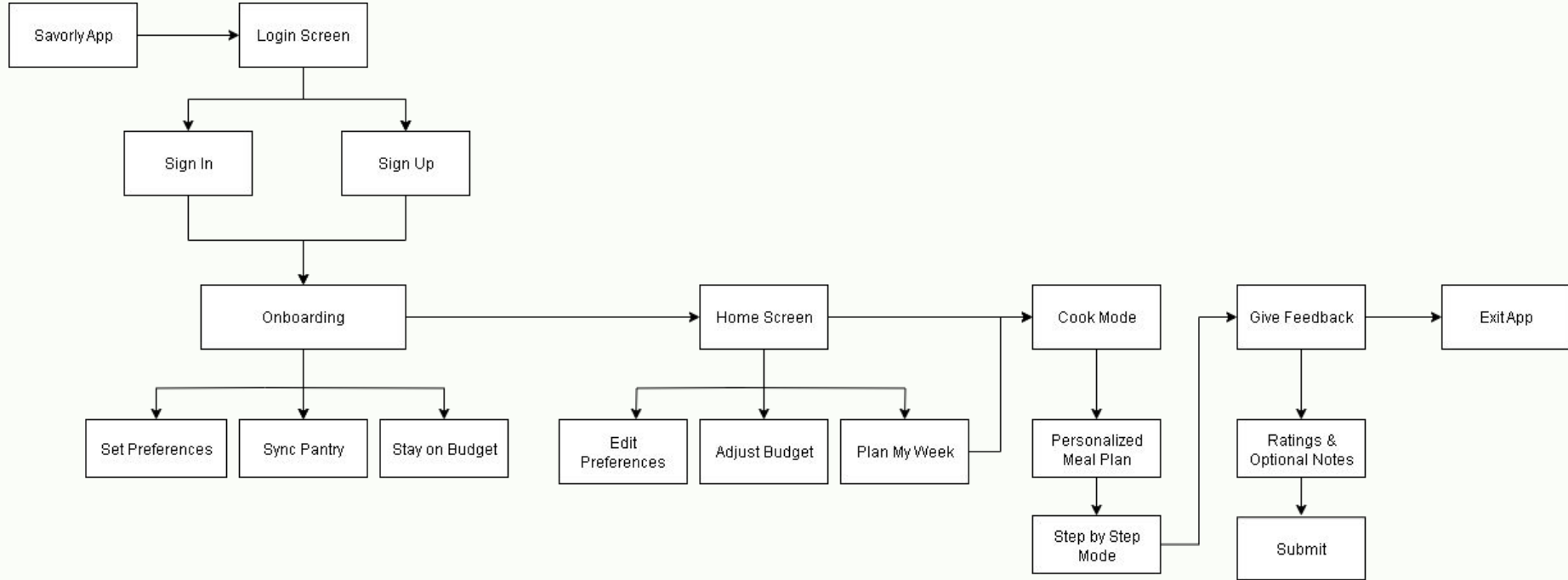
-  **Adaptive Meal Planning**
Plans adjust based on pantry, time, and mood — not a rigid calendar.
-  **Smart Grocery Integration**
Auto-generates shopping lists based on your actual pantry and budget.
-  **Pantry Sync**
Helps you use what you already have to reduce waste.

-  **Budget Tracking**
Stay within your grocery budget with dynamic price awareness.
-  **Simple, Visual UI**
Reduces cognitive load and planning fatigue.

Savorly turns fragmented planning into a seamless, real-life flow — solving the drop-off points identified through research.

User Flow: A Seamless Journey from Plan to Plate

Savorly guides users through a simple, goal-oriented flow — from customizing preferences to meal planning, smart shopping, and real-life cooking support.



User Flow Diagram

Savorly in Action: Turning Insight Into Intuitive UI

Savorly guides users through a simple, goal-oriented flow — from customizing preferences to meal planning, smart shopping, and real-life cooking support.

- Calming color palette for a stress-free feel
- Clean layouts with actionable clarity
- Thoughtfully designed to support real-time decisions, not ideal plans

Color Palette



Primary



Secondary



CTA Button



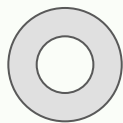
Accent



Primary
Text



Secondary
Text



Lines and
Borders



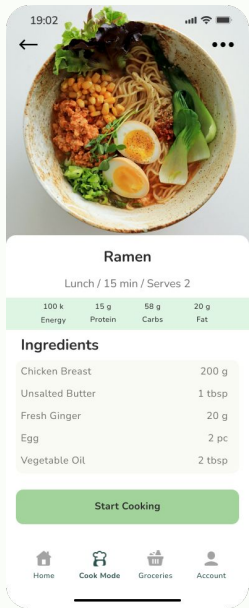
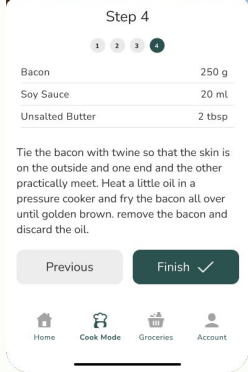
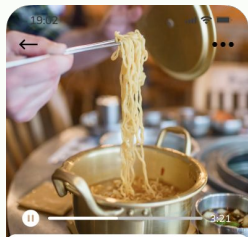
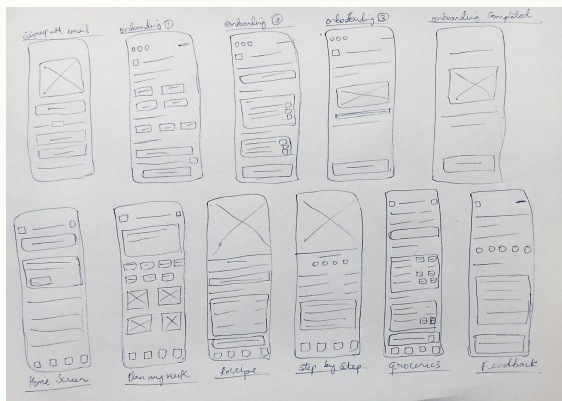
Card

Typography

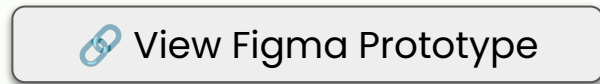
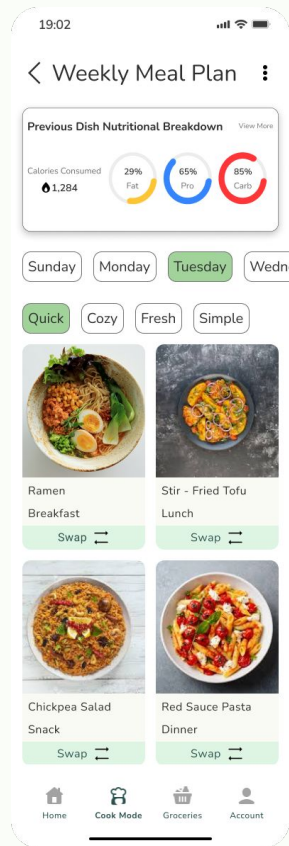
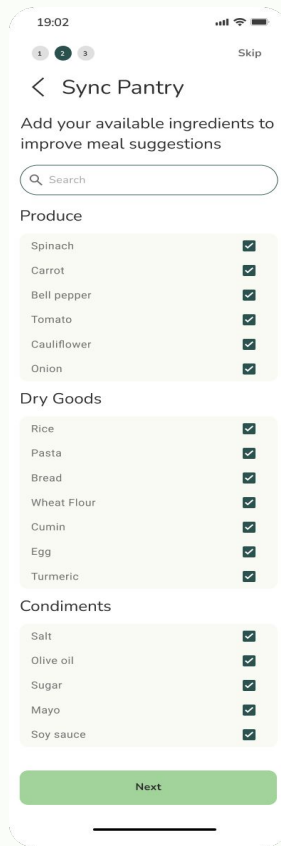
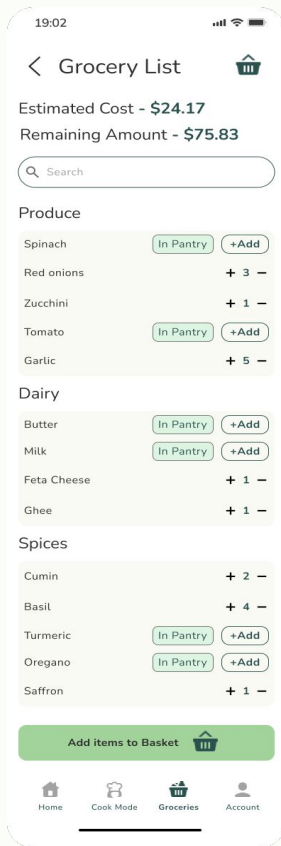
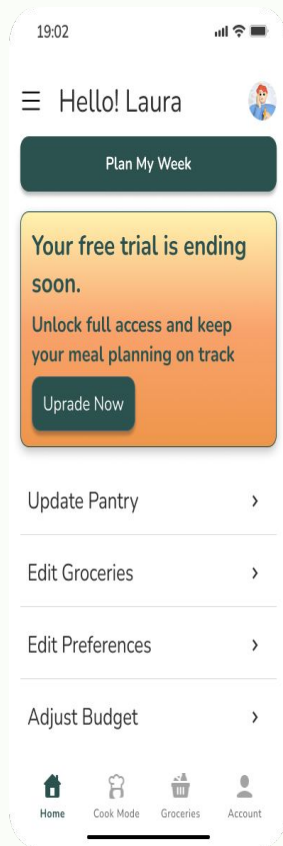
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- Body Text: Nunito Regular
- Secondary Text: Nunito Light

Iconography





Key High Fidelity Wireframes



Savorly is set to evolve into a truly smart, intuitive kitchen companion.

Pitfalls & Risks

- Pantry sync may occasionally miss items or misidentify quantities
- AI meal suggestions require ongoing personalization to stay relevant
- Budget tracking may vary based on inconsistent grocery pricing or external APIs
- Limited engagement if users don't see immediate value in early usage
- User drop-off during onboarding if setup feels too long or complex

Future Iterations

- Voice-based planning for hands-free ease
- Community recipe uploads to increase variety and engagement
- Grocery app integrations (e.g., Blinkit, BigBasket) for real-time inventory & pricing
- Expand pantry detection features (barcode scanning, image recognition)