



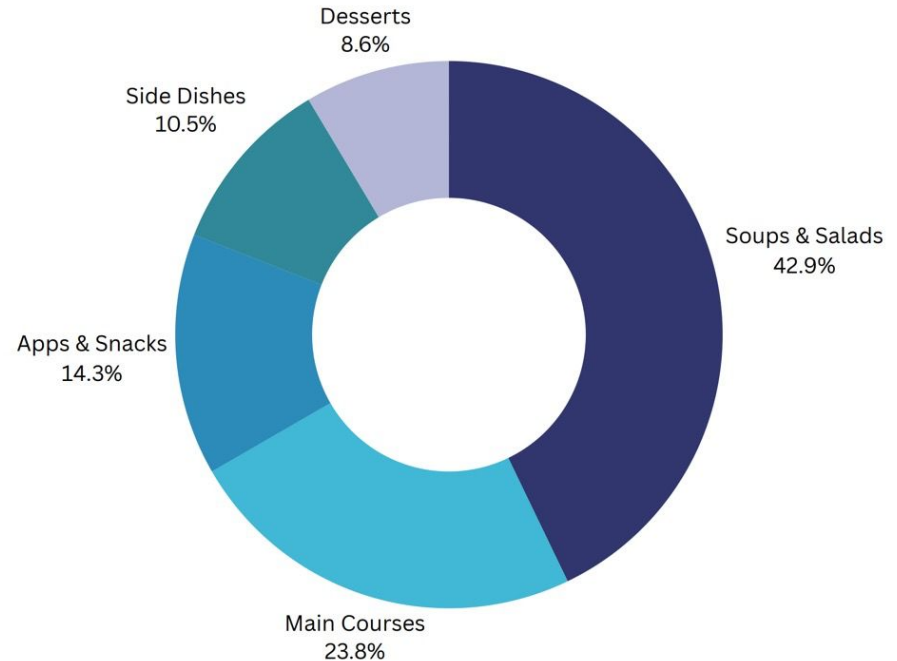
**Heartland Cooking** is one of the 8 recipe cooking brands I'm working on. Each of our cooking brands targets different types of user's lifestyles. But the problem is that these 8 cooking brands provide the same content recipes daily. **There were no personalized recipe feeds based on the lifestyle of each brand.**

**Heartland Cooking aims to offer and promote healthy recipe meals while allowing people to indulge in their food cravings without sacrificing taste.**

## The Problem

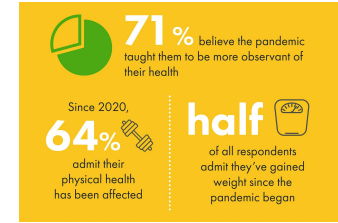
Many users with dietary restrictions struggle to find recipes that fit their needs, leading to frustration and missed opportunities for our site to showcase the recipes we provide. As people seek healthier lifestyles, we can stand out by helping users find suitable ingredient and recipe options.

In our data, **65%** of Heartland Cooking users want to live a healthier lifestyle. Users adopt a healthier eating habit or lifestyle, such as a plant-based diet, and can't easily find the recipe they want. According to the data, it appears that many users clicked more on the **"Soups and Salads"** tags and categories on Heartland Cooking's website. However, Heartland Cooking actually offers more than that, we have a wide range of recipes, from indulgent treat choices or healthy indulgent treats or plant-based to healthy meals. Unfortunately, the website's mixed feed made it difficult for users to locate information on healthy food options. We want to give our users exactly what they want—unbeatable recipes to enjoy without all the extra scrolling, leaving to other sites, and wasted time.



# The Opportunity

- Over 70 percent of Americans are more health-conscious post-pandemic.
- According to poll of 2,000 U.S. adults aged 30 and above, where just as many said weight loss is a “top health goal” for them over the next year. (survey by Nutrisystem)
- **\$19B** is spent on specialty foods each year in the United States to avoid one of the top nine allergies (Food Allergy Research & Foundation (FARE), 2020)
- **48%** said they developed at least one new food allergy as an adult that they didn't have as a child. About one in four adults said they developed an allergy is an adult and never had a food allergy as a child. — Ruchi S. Gupta, MD, MPH
- 34% consumers **changed** their diets since the onset of Covid-19 to feel healthier
- **Health not wealth:** consumers are prioritizing wellness in 2024



**LIFESTYLE**

**Over 70 percent of Americans are more health-conscious post-pandemic**

By SHIMS  
Published Oct. 26, 2022, 9:50 a.m. ET

Rebuilding Your Health Post-Pandemic

A survey of 2,002 adults aged 30 and up revealed...

**OPINION** BY RUCHI GUPTA, MD, MPH

**The mysterious rise of food allergies**

More kids and adults are finding out that they can't eat their favorite foods. Why?

By RUCHI GUPTA, MD, MPH

**What to Know**

- 1 When billions of calories will average the eating food over the next decades, in one step
- 2 The right food can protect. Toxic can also control of the health system
- 3 How the internet built a community that's not a cure

## Millions Affected

In the United States alone, 32 million Americans have a food allergy. Studies published over the past years estimate the allergen breakdown:

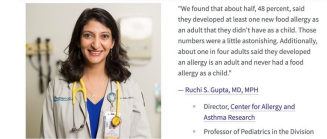


Sources: Childhood Food Allergy Prevalence in the U.S., Dr. Ruchi Gupta, Pediatrics, December 2018 & Adult Food Allergy Prevalence in the U.S., Dr. Ruchi Gupta, JAMA, January 2019 & Food Allergy Consumer Journey, FARE, 2020 & Food Allergy Prevalence in the U.S., FARE

## Why Are Food Allergies on the Rise? with Ruchi Gupta, MD, MPH

There's been an uptick in childhood food allergies in recent years, and new evidence from Northwestern shows they're also becoming more common in adults. Many of the reactions to these allergies are life-threatening. Why is this increase happening, and how can we help people affected by food allergy? Ruchi Gupta, MD, MPH, is trying to answer those questions.

REWIND: Why are Food Allergies on the Rise? with Ruchi Gupta

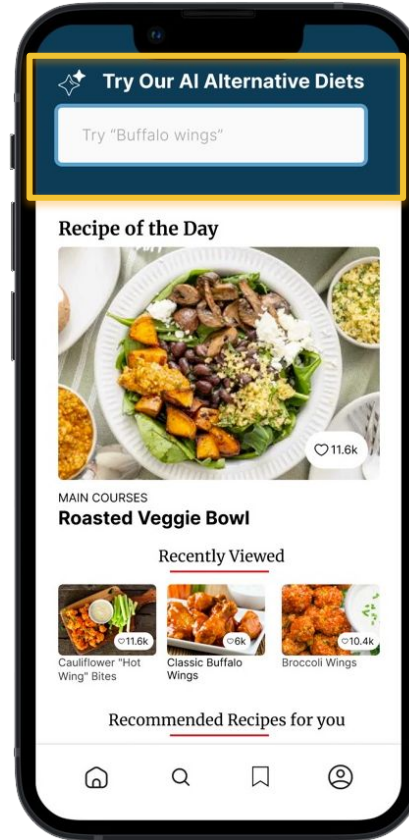


"We found that about half, its parents, said they developed at least one new food allergy as an adult that they didn't have as a child. Those numbers were a little surprising. Additionally, about one in four adults said they developed an allergy is an adult and never had a food allergy as a child."

— Ruchi S. Gupta, MD, MPH  
 • Director, Center for Allergy and Asthma Research  
 • Professor of Pediatrics in the Division of Academic General Pediatrics and Primary Care

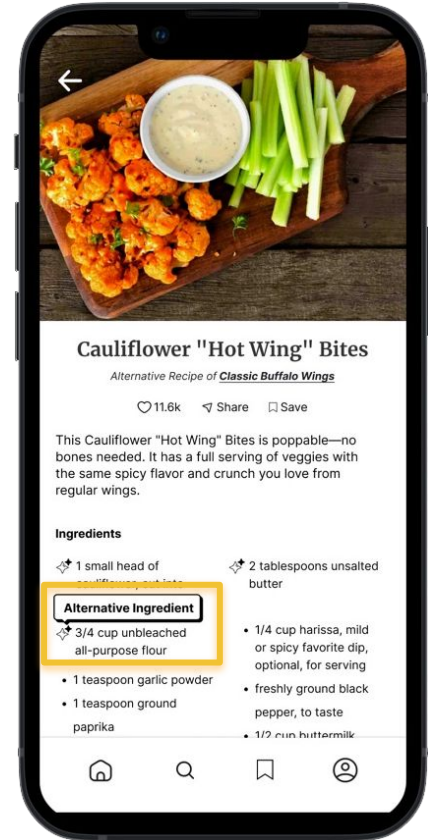
## The Solution - AI Alternative Diet

AI Alternative Diet Recipe Feature to generate **alternative recipes** or **substitute ingredients** for popular dietary considerations. These options allow users to modify recipes for dietary needs by swapping meat-based dishes for plant-based or healthier alternatives and then swapping them back.



### Alternative recipes

Users enter a keyword for the name of the recipe they wish to try making.

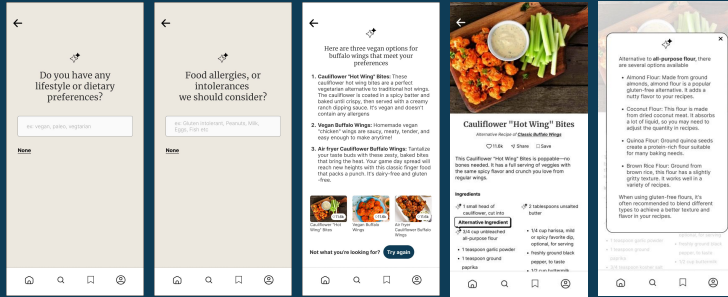


### Alternative ingredient

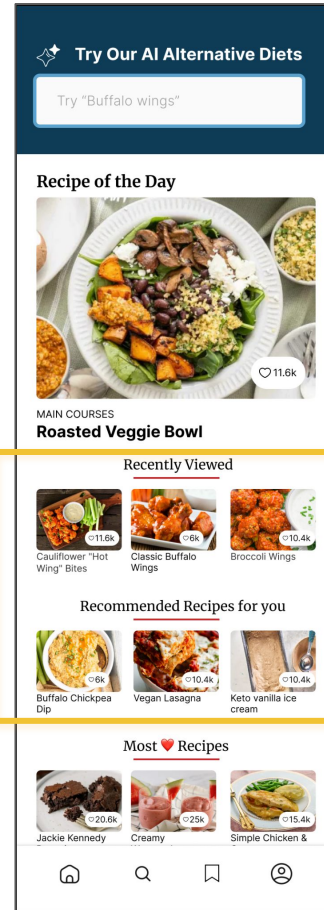
Request a list of alternatives to an ingredient

# The Outcome

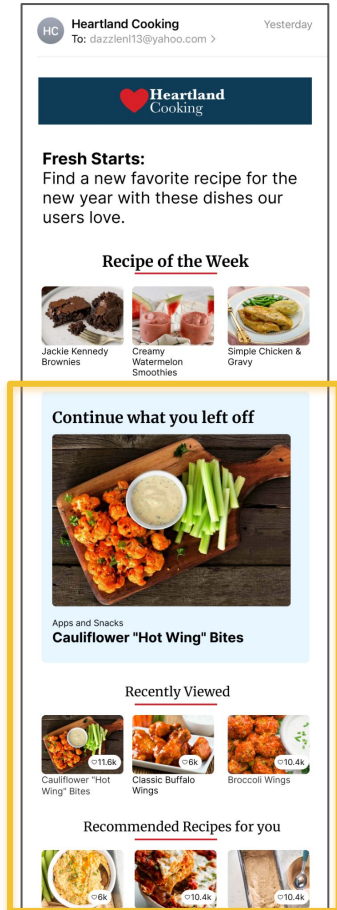
The daily email and your landing page will have a developed page based from the input gathered from the restricted diets, Dietary preferences, Food Allergies and Intolerances. As well as what is "Recently view", "What was left off" and "What other's been cooking",



Data Capturing screens



Landing page look



Daily Email

# SWOT Analysis

## Strengths

- Promotes healthy living
- People with food allergies and restrictions don't have to suffer
- Weight Management - Some alternative diets, when balanced and well-planned, may contribute to weight management or weight loss.

## Opportunities

- Users won't have to leave the site as we strive to be a one-stop shop for all their recipe needs
- Offer our users a nutritious and satisfying option for their food cravings.
- Monetization - Suggested ingredients can help current advertisers to promote their products

## Weaknesses

- Not all recommended ingredients can produce the same texture or flavor in recipes. However, experimenting with different ratios and combinations can help find the best alternatives for specific needs.
- Some of these alternatives need modification to enhance their flavor, texture, and cater to different preferences.

## Threats

- Certain alternative diets may be deficient in specific nutrients that are abundant in animal products. For example, vegans may need to pay attention to vitamin B12, iron, zinc, calcium, omega-3 fatty acids, and vitamin D intake. Gluten-free diets may also lack certain nutrients if not planned carefully.

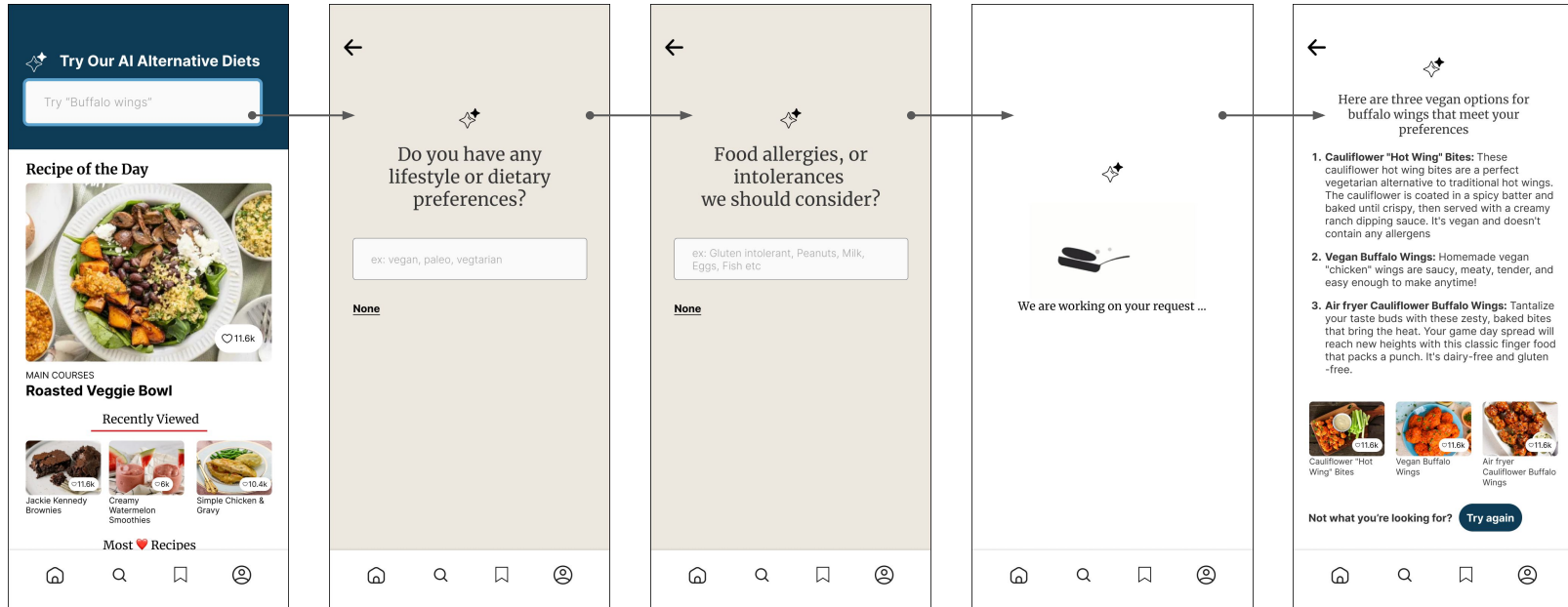
# Heartland Cooking

Polish Prototype File

<https://www.figma.com/file/T4DYHBDLPycO0ge9JTB0CC/Assignment-%238%3A-Initial-Feature-Definition-And-Prototyping-Core-Features?type=design&node-id=229%3A420&mode=design&t=8IJ0YnbXnFuGI1IC-1>

Prototype Preview -

<https://www.figma.com/proto/T4DYHBDLPycO0ge9JTB0CC/Assignment-%238%3A-Initial-Feature-Definition-And-Prototyping-Core-Features?page-id=226%3A282&type=design&node-id=228-283&viewport=-476%2C361%2C0.46&t=ffQNWt0PsR2Rr41e-1&scaling=scale-down&starting-point-node-id=229%3A420&mode=design>



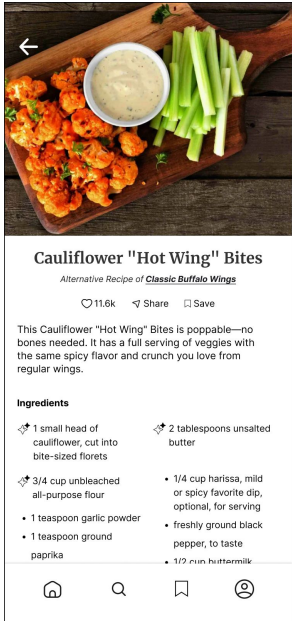
Landing Page

Input restrictions step 1

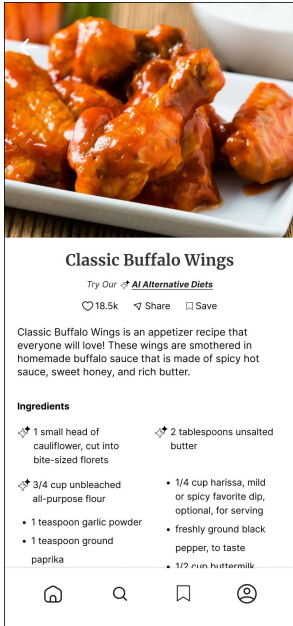
Input restrictions step 2

Loading State

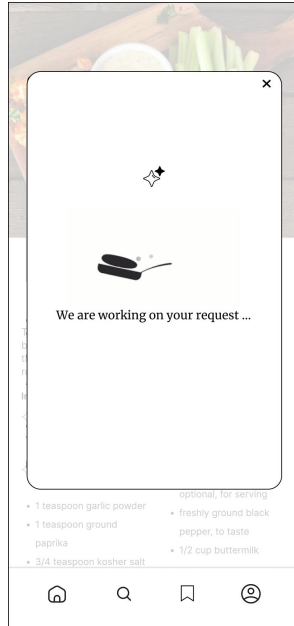
Recommendations page



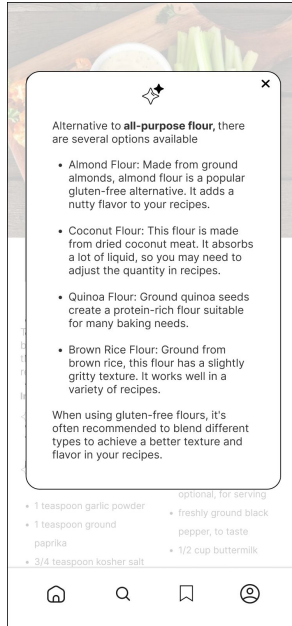
Recipe Page



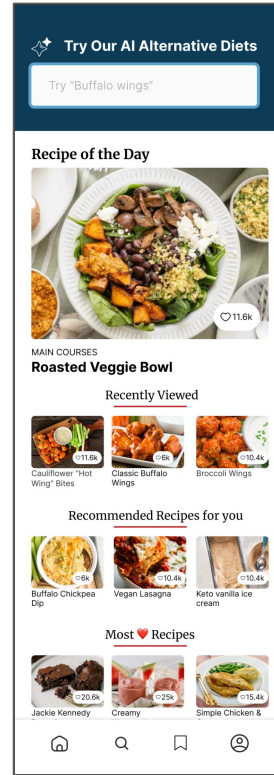
Origin of the recipe



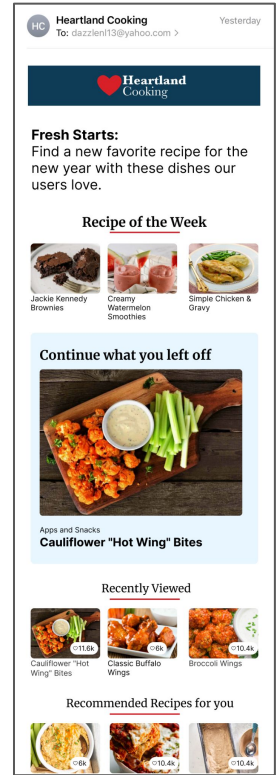
Loading Alt Ingredient



Alt Ingredient lists



Outcome:  
New view Landing page -  
New set of Recipes placed  
based from Recent Views, Food  
Restrictions, Most Loved,  
Recommendations



Outcome:  
Daily email for Subscribers -  
New set of Recipes placed  
based from Recent Views,  
Notified Unfinished Recipe,  
Food Restrictions, Most Loved,  
Recommendations