



Shopping bag
/calendar

USER EXPERIENCE

at the shop



Once at home the bag becomes more like folder/ calendar (preferably the handles will fold and disappear). The user can browse through their plan and tweak it.

User gets to pick from variety of shakes and put them in their 'shopping bag' which has separate pockets for each day.



at home

portable made easy



All the pockets are easily detachable with Velcro or magnets so the user can get their daily pack with them...



...anywhere

Please see PROTOTYPE 5 and keep in mind that only Tuesday shakes pocket is detachable, the others are sealed to the carton.

Insights

- While on the diet people really miss the shopping experience, picking up items and planning their meals
- It is really difficult going to the supermarket and one box doesn't contain many shakes
- Most users are working people away from home during the day
- People value discreteness



Possible commercialisation

Instead of scanning all individual sachets (30-50) from the bag there might be several barcodes at the back of it for different possible weekly plans (i.e. 5-6 a day, or just one meal replacement). It can be reused throughout the duration of the diet.

Benefits

- Provides a nearly real shopping experience
- Lets people plan their meal for the week and vary them accordingly i.e. the user may see that they have too many strawberries shakes for Friday and non for Wednesday and they can swap sachets.
- All the daily meal-packs are detachable (only Tuesday on the Prototype) and can be taken anywhere
- The bag has two sides so the user can hide the content if they prefer.

