

# EatKit As Personalized Meal Kit Service Application: An Innovative Solution for Health-Conscious Consumers

Afriel Amar Ar Rasyid\*, Muhammad Hafidz Rizki\*, Mutiara Ayu Mukti\*\*,  
Nur Alif Pebriansah\*, Umami Kalsum\*, Wafiq Azizah\*

\*IPB University, Bogor, Indonesia  
\*\*Pakuan University, Bogor, Indonesia

## Introduction

Research shows that many individuals struggle to understand the nutritional value of ingredients and find it challenging to plan nutritious menus for their daily needs (Sogari G et al. 2018). Additionally, the demands of work, family, and social activities often leave little time and energy for cooking healthy meals, causing people to opt for quick and less nutritious food options (Escoto KH et al. 2012). The EatKit application endeavors to mitigate these barriers by streamlining the meal preparation process and inspiring confidence in the kitchen.



## Result

### Objective

Address modern-day challenges in meal planning and promote healthier eating amidst a fast-paced lifestyle.

### Empathize

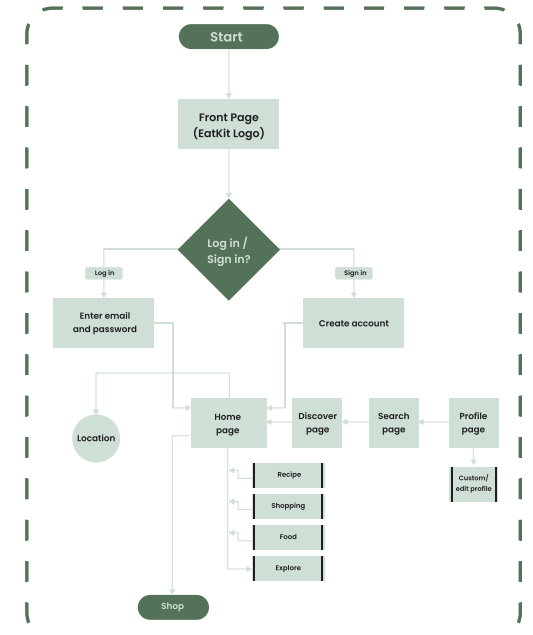
This stage involves involving several potential users to gain insights into the focus of the "EatKit" application. From the observations made among these potential users, it is evident that many have not found an effective application that combines determining food menus, finding places to eat, accessing food recipes, and managing food compositions in a single platform.

### Define

In this phase, potential users are involved, and insights about the focus of the "EatKit" application are obtained. As an application that helps people determine their food choices, it addresses the needs of the community.

### Ideate

The EatKit app was conceptualized to offer features such as tailored food references, accessible recipes, nutritional data, and geolocated restaurant suggestions. The design emphasizes the user experience providing easy navigation, recipe tutorials, and the option to order food kits matching selected recipes.



## Method

### Research Type

Descriptive-Qualitative

### Data Source

Secondary literature relevant to case studies

### Methodology

Utilized three stages of the Design Thinking method:

- Empathize

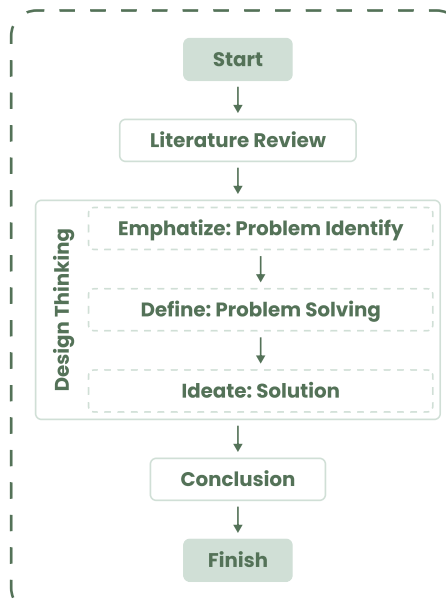
Interviews to understand user meal preparation challenges.

- Define

Gathered insights on app functionality and created "How Might We" questions for problem-solving.

- Ideate

Brainstormed solutions and designed wireframes for the app.



## Conclusion

EatKit application comes as a promising solution by providing food packages tailored to nutritional needs and individual preferences. The application is equipped with a tutorial on how to cook a healthy meal in a practical way. Another advantage of this application is that it can partner with UMKM throughout Indonesia so that the acceleration of a healthy lifestyle can be more easily affordable.

