

# Pain Points

## Inconvenience

Food labels sometimes confusing or cryptic with specific allergens	Inconvenient when using new recipes and trying to find ingredient substitutes	Lifestyle affected having to be constantly aware at mealtime	Adapting recipes to suit allergies is a persistent inconvenience
Inconvenient that only ethnic markets (not close by) carry specific produce	Daily schedule and socializing affected by constant planning around mealtimes	No existing options for quality, prepared, ready to go, fresh produce	Finding meal options when both partners have different allergies
Experiences trial and error with new (safe) recipes	Inconvenient to visit several stores to find different certain products	Uses Google search, but sometimes too hard to find and gives up	

## App & Website Dislikes

Sometimes gets frustrated with online resources and not getting specific info needed	Tried label scanning app, but found it unreliable	App only trusted when backed by reputable nutritionists, dieticians, drs	Previous app use hard to find unavailable items searched for and features not fully developed
No easy way to find or filter recipes with exact limitations	Online recipe search results in heavy popup ads on most websites	Apps for food allergies are not specific or too generalized	App not trusted when there are no ratings or reviews
Annoying when account creation is required for apps. Feels not trustworthy	Due to no app, resorts to online search with prompt: recipe without <allergy>	App is only trusted when certified by dr, specialized nutritionist or gastroenterologist	Safe website search that protects from misinformation

## Allergen-Safe Ingredients

Allergen-safe product has additional ingredient is also allergic to	Instances where allergy ingredient cannot be substituted. Ends up not making it	Finding sub ingredients can be challenging (esp. certain store bought items)	Regular grocery stores certain products or sub ingredients not always available
Adapting recipes to suit allergies is a persistent inconvenience	Sometimes experiences difficulty subbing ingredients (time spent making)	Omitting ingredients sometimes affects meal quality or is unsuccessful	Unsafe ingredients finds available sub or omit altogether. Meal can end up not good (esp. baking)

## Time Consuming

Daily schedule and socializing affected by constant planning around mealtimes	Time consuming searching for and/or making homemade ingredients	Time consuming making two versions of meals with partners allergies too
Time consuming preparing fresh produce or making homemade items (yogurt, sauces)	Ordering allergy-safe ingredients that don't work. Time and money wasted	Time consuming prepping for cooking and sub ingredients at local markets

## Mealtime Prep

Time consuming prepping for cooking and sub ingredients at local markets	Daily schedule and socializing affected by constant planning around mealtimes	No existing options for quality, prepared, ready to go, fresh produce	Pain point Sometimes experiences difficulty subbing ingredients (time spent making)	Lifestyle affected having to be constantly aware at mealtime	Uses Google search to find recipes w/o specific ingredient or substitutes if recipe allows
Manages daily mealtime by finding sub ingredients or eats in moderation	Manages daily mealtime following specific diet, avoids certain foods, cooks own meals, portion size	Time consuming preparing fresh produce or making homemade items (yogurt, sauces)	Needs recipes with less prep work or provides ingredient substitutes	Daily mealtime, soy is most difficult to manage, esp. soy lecithin, a lot of products use it	Needs recipes with less prep work or provides ingredient substitutes

## Cost

Buys sub ingredient, doesn't like it and ends up wasting it	Certain allergen-safe food products are more expensive
Certain allergen-safe food products can be costly reg stores should carry more items	Annoyed that saw unsafe ingredient after buying product and affected meal outcome

## Food Monotony

Making the familiar and convenient meals become boring and monotonous	meals become boring with limited time to make something new	Bulk cooking becomes monotonous
When dining out, if no allergy-safe menu options, ends up eating boring meal	Pick and choose battles: eat no-no with side effects or avoid and eat bland meal	Sacrifices meal enjoyment otherwise, faces symptoms

# Opportunities

App that contains database of all restaurant allergy menus with specific filtering	App with a huge database of ingredients and robust filtering based on allergy	Cooking classes for specific food allergies	Available database list of ingredient substitutes from drs, nutritionists
App with feature indicating stores that carry allergy-free brands and availability	Allergen-safe recipe app geared for ratings and reviews	input allergens and preferences, app creates recipe with ingredient substitutes	Safety rating with user reviews and whether it's good or bad
Leverage AI for huge ingredient database	App that keeps all favorite allergen-safe recipes. Currently disorganized	Feature to import recipes and flag unsafe ingredients	Recipe modifier (for users allergy), highlights unsafe ingredient with safe substitute
Granular sort/filters for recipe type, category, sub-category, user preference	feature that finds allergen-free products at local stores and are in-stock	App that finds in-stock, allergen-free products or ingredient substitutes at local markets	Safe website search that protects from misinformation
	App with filter and sorting feature for best recipes based on specific allergies	Delivery service for safe, prepared fresh produce (not frozen)	app created for everyone with same condition