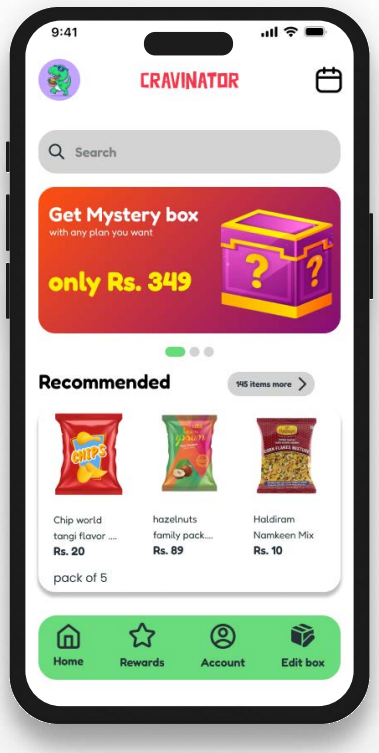
CRAVINATOR

A snack subscription app



By ,
Dishant Verma

Overview

CRAVINATOR is a fun and convenient snack subscription app designed specificaly for young users seeking exciting and healthy snack options. With a mission to make snack discovery enjoyable and effortless, offers a delightful user experience that keeps snack enthusiasts engaged and satisfied.

Key Features

Interactive Snacks Ratings: Users can rate and review snacks they've tried, allowing the app to continue improve its recommendations. Gamified elements, such as "Master" badges, make the rating process engaging.

Mystry Snack Boxes: Users have the option to subscribe to monthly snack boxes, which include an variety of snacks Given to their preferences. The surprise element adds an exciting twist to snack discover

Unique Rewards: users can get unique rewards for daily visiting in a week to get rewards

points by which they can use them to get discounts on thier subscriptions

About Logo

the name "Cravinator" implies an app that specializes in satisfying or fulfilling cravings for snacks

The "nator" part of the name implies a sense of automation or assistance, as if the app is helping to fulfill cravings. Therefore, Cravinator likely focuses on personalized snack recommendations and convenient snack delivery to meet users' snack cravings and preferences.

Meet REX

The character mentioned in the logo is a dinosaur which is the mascot of our app that significe a fun loving chef that he aims to eliminate snacks cravings of all people.

User Persona

Ntame : Tina

Age : 14

Background : Tina is a typical 14 year old high school girl and she had a very busy life with her school life and spending time with friends. she is a tech savy person always on her smartphone.

Need and goals

1. **Convinience** : Tina often find herself hungry after school or during late night study sessions.she wishes a convinient way to access her favourite snacks without having relying on her parents to bye them.
2. **Affordability** : Being a teenager, Tina has a limited budget. She wants a subscription app that offers affordable snack options, and ideally, occasional discounts or promotions.

3 .Surprises and Fun : She enjoys surprises and would like a subscription app that occasionally includes mystery or limited-edition snacks to keep things exciting

Pain Points

Limited access to snacks of her choice without parental envlovment

Concerns about the cost of buying snacks seperatly

The hassle of going to physical stores to buy snacks.

Color Palettes

Pimary Colors

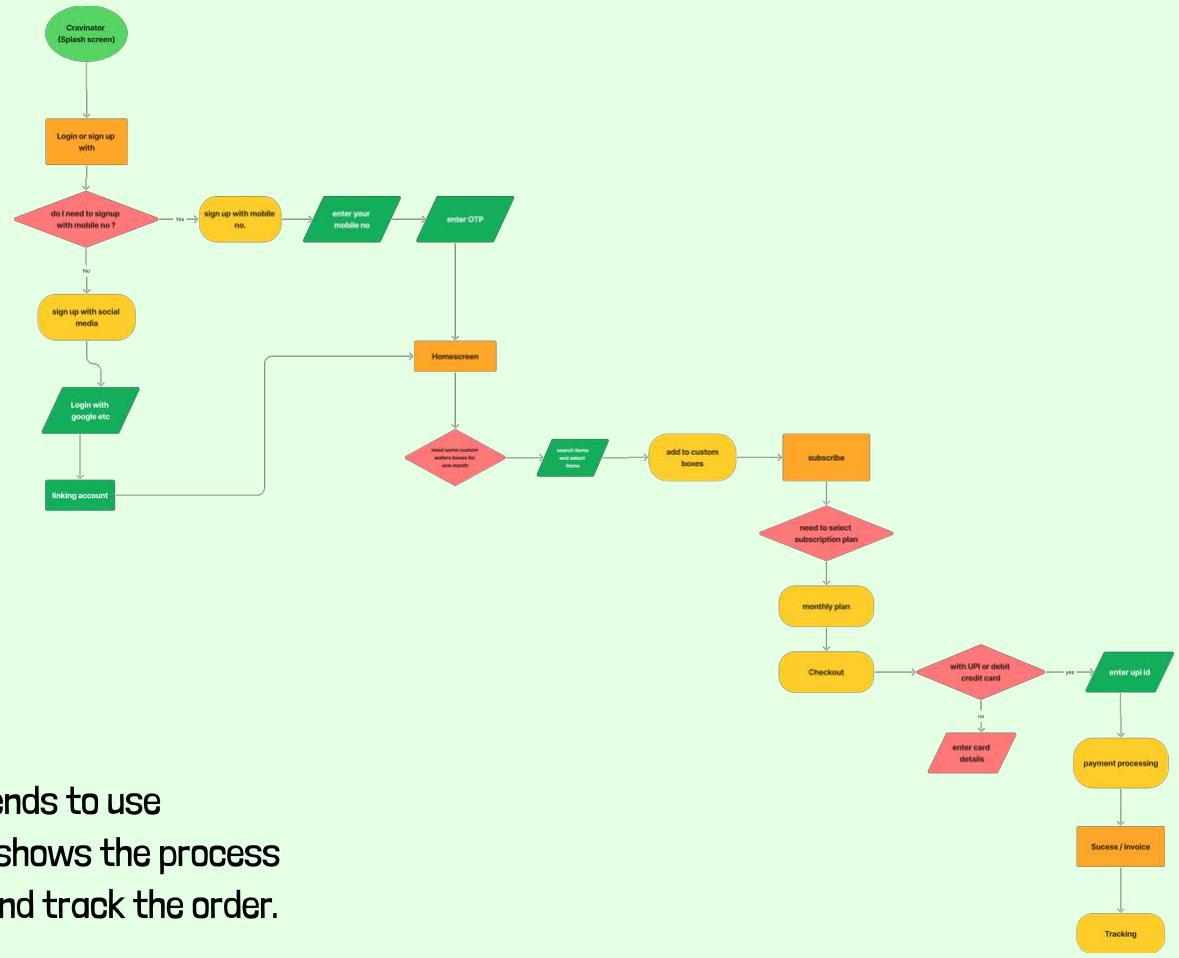
69DB7C

Secondary – 1

9CE0FF

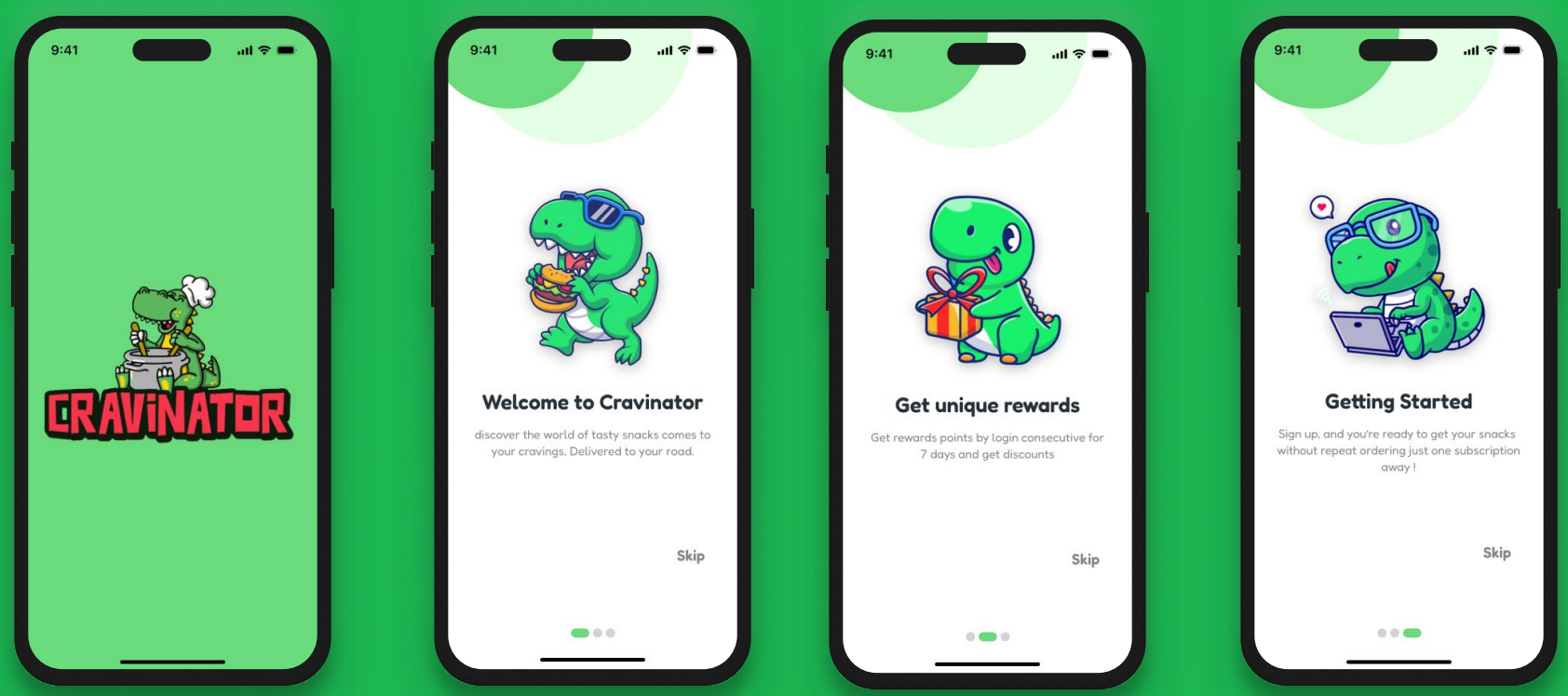
Gray Scale

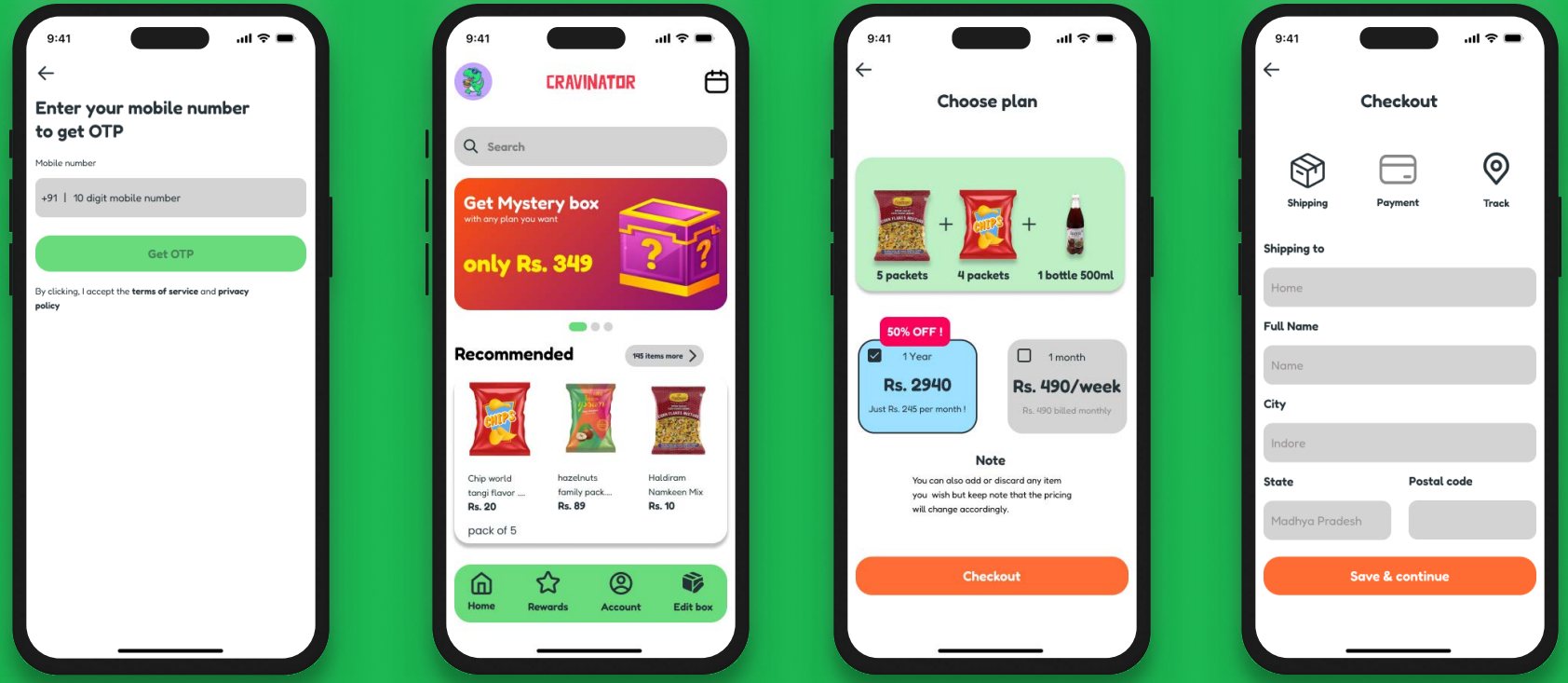
User Flow



Scenario

A user suggested cravinator app by his friends to use this app for ordering snacks so this flows shows the process of sign up and ordering his box of wafers and track the order.

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Get Mystery box
with any plan you want
only Rs. 349
Recommended
145 items more
Chip world tangi flavor ....
Rs. 20
hazelnuts family pack....
Rs. 89
Haldiram Namkeen Mix
Rs. 10
pack of 5
Home
Rewards
Account
Edit box
Choose plan
5 packets
4 packets
1 bottle 500ml
50% OFF !
1 Year
Rs. 2940
Just Rs. 245 per month !
1 month
Rs. 490/week
Rs. 490 billed monthly
Note
You can also add or discard any item you wish but keep note that the pricing will change accordingly.
Checkout
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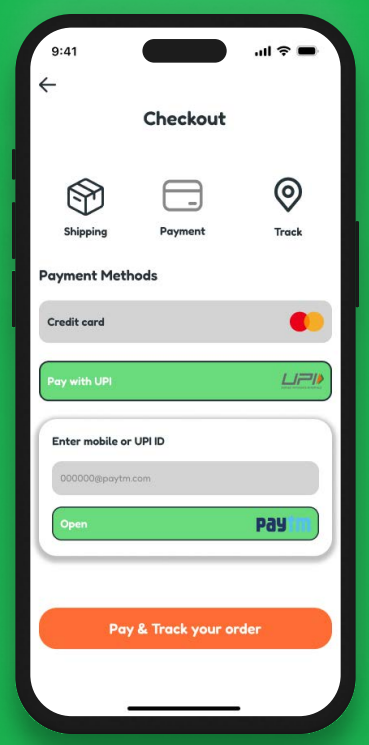
Payment
Track
Shipping to
Home
Full Name
Name
City
Indore
State
Postal code
Madhya Pradesh
Save & continue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Thank You