



FULED

by **WHOLE FOODS**

PERSONAL NOTE

This project was heavily inspired by a personal and complex wellness journey I experienced while enrolled at The Ohio State University. After years of feeling lost and struggling with self-identity, I gained a newfound passion for fitness and wellness. In exploring many methods of strength training, working out, cooking, and nutrition, I acquired extensive knowledge and gained a much better understanding of my individuality and life goals.

Over time, I found challenges in balancing my academic studies, employment, working out, playing a collegiate sport, and cooking. In turn, I became extremely malnourished for a period of time, causing mental and physical health complications. After this realization, I discovered supplements and processed "fitness foods" such as protein shakes and bars. They helped me tremendously, but after many months of over-consuming these products, I began to feel lethargic, bloated, and nauseated. It was clear that returning to my roots of eating freshly-prepared meals and natural foods was the only way to continue to fuel myself properly while intensively training and balancing a busy schedule.

It's common to experience situations like these. Consuming whole, balanced meals is necessary, but takes time. Not everyone enjoys preparing meals, and quick, on-the-go options are limited. This journey led to my inspiration for Fuled. Good, intentional design can change lives when properly researched and implemented. Fuled would have changed my life, and its goal is to do so for others in the future.

Enjoy!
Lucy Vidmar

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PROPOSAL

The Problem
Design Opportunity
Purpose Statement

THE PROBLEM

Around 45% of Americans claim they are too busy to cook, and being in the kitchen does not come across their minds often. Meal preparation, following recipes, and cooking can be daunting, especially when in a time crunch. Fast food and quick options are often unhealthy, processed, and overpriced. Very few highlight nutritional facts or ingredients used, making it difficult for health-conscious individuals to keep track of their nutritious intake.

The nutrients obtained from fresh food consumption are essential for cell repair, glycogen restoration, and growth across the whole body. This is why when you work out,

IT IS ESSENTIAL TO REFUEL PROPERLY WITH WHOLE AND FRESH MEALS.

Modern food technologies have increased in availability and variety. "Fitness foods", such as protein shakes and bars, are great, quick options that can help individuals reach their nutritional goals, but only in moderation. With frequent consumption, they can harm overall digestive health. They also lack micro nutrients that are essential to the human body.



DESIGN OPPORTUNITY

People who train frequently are aware that eating and hitting their macro nutritional goals is essential to see results in the gym and properly recover. Accordingly, they often turn to bulk meal prepping, processed foods, or on-the-go options. These choices can become repetitive and expensive.

There is a need for this audience to have on-demand access to fresh, no-preparation meals to consume after their workouts. Having the meals highlight nutritional information and ingredients is vital. For optimal enjoyment, there needs to be a variety of options that appeal to any audience and dietary preference.

Access to these meals would allow gym-goers to properly refuel, recover, and hit their goals while **enjoying** the foods they consume. The foods would assist in their **dedication** to fitness and a busy lifestyle.

RESEARCH

Research Methods
Key Findings
Preliminary User Journey
Personas

Both primary and secondary research methods were used to further explore this problem space, personal experiences, preferences, and possible preexisting solutions.



MEDIA SCAN



COMPETITOR ANALYSIS



OBSERVATION



INTERVIEWS



DIGITAL SURVEY





COMPETITOR ANALYSIS

Looking into 4 competing brands and their reviews proved beneficial in discovering pain points of users, and, in turn, discovering opportunities to combat these issues.

This analysis aimed to answer the following questions:

- What are users' pain points in using these brands?
- What services do these brands offer?
- What audiences are the services catered to?
- What does their brand identity look like?



OBSERVATION

Within the past 4 years, I have been a member at over 6 gyms in varying US cities. I also took field visits to surrounding Columbus, Cleveland, and Pittsburgh gyms to gain new insights.

The use of personal observation aimed to answer the following questions:

- What types of vending and food do gyms currently offer?
- Do people use these offerings?
- Where do people consume these foods (in the gym or on-the-go)?
- How do people interact with one another at different gyms?

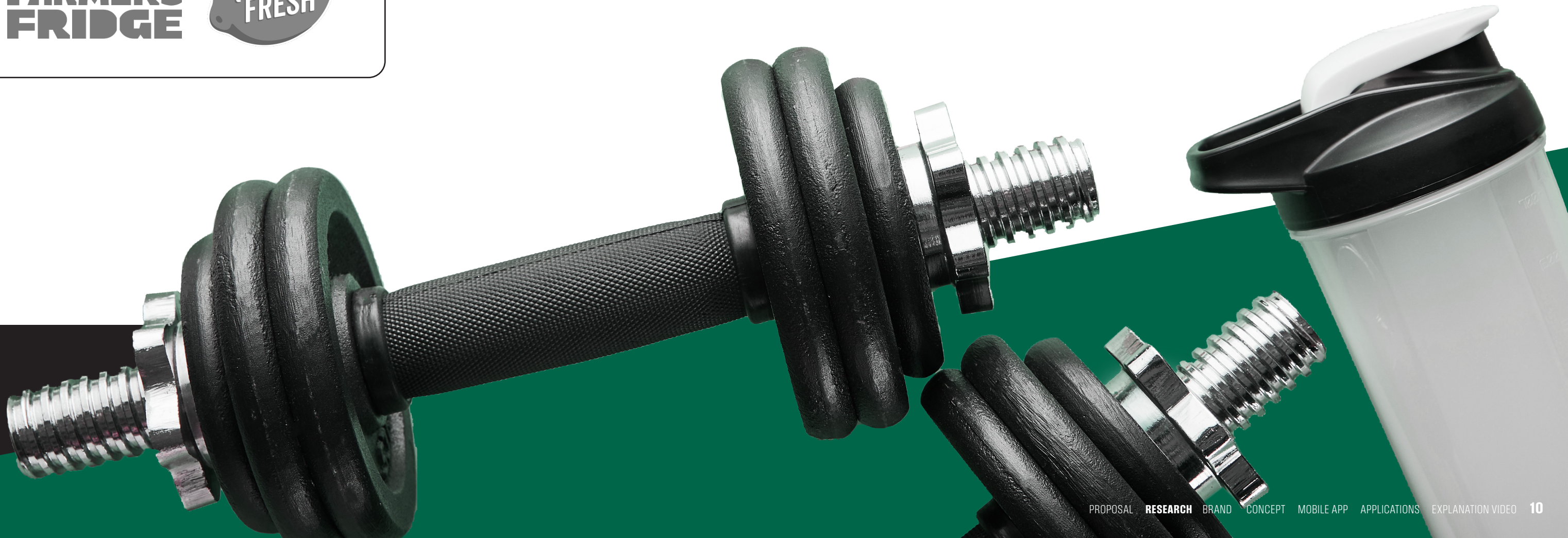


MEDIA SCAN

Scanning the media was used to gain insights about post-workout nutrition, the fitness supplement market, and FDA nutrition regulations.

This research aimed to answer the following questions:

- What timing is best to eat after a workout?
- What foods are best to eat after a workout?
- What are the benefits of using supplements?
- What are the impacts of supplement overconsumption?
- What trends currently exist in the fitness and food industries?



INTERVIEWS

Five semi-structured, virtual interviews were conducted to gather personal information about the gym user journey and discover gym usage and eating patterns.

5 INTERVIEWS:

4 GYM-GOERS

1 GYM-OWNER

AVERAGE AGE: 38

2 FEMALE

3 MALE

These interviews aimed to answer the following questions:

What time of day do people tend to workout?
Do they use the gym directly before or after work (or another activity)?
What do their eating patterns look like before and after training?
What are the demographics of people that go to their gym?
What do they like and dislike about their gym experiences?

67 RESPONSES

AGE: 18-24

13 QUESTIONS

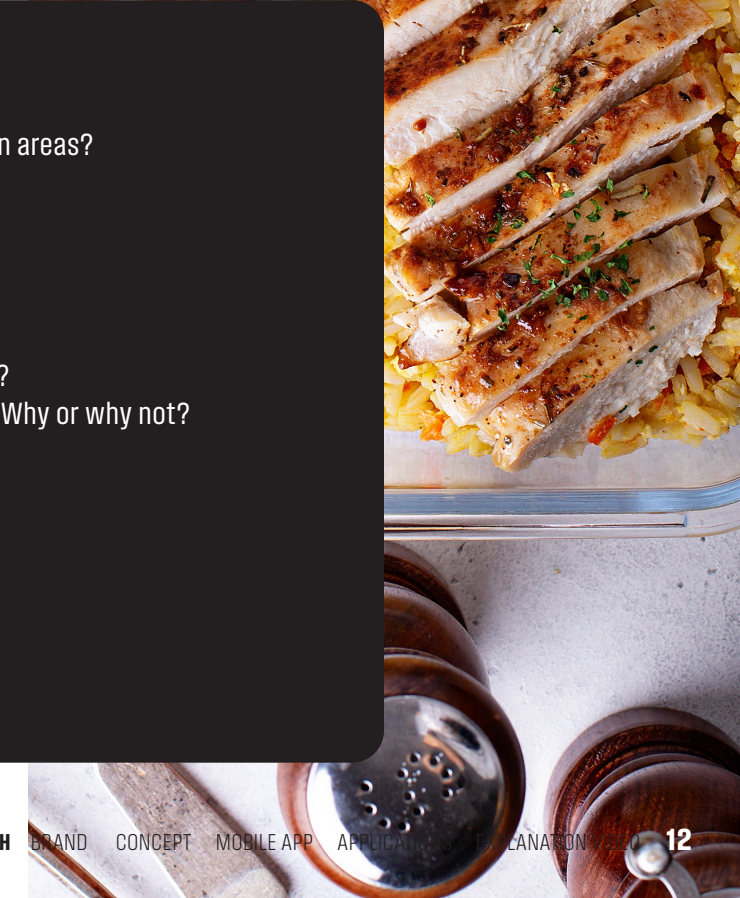
DIGITAL SURVEY

A link to a digital survey was posted on social media and inside of Ohio State University gyms to attract responses from the college-aged demographic.

The combination of free-response and multiple choice questions asked:

Do you use the amenities in your gym?
How comfortable do you feel hanging out in your gym's common areas?
Is there anything that would make you feel more welcome or at-home in gym common areas?
How important is the freshness and quality of foods you consume daily?
When do you eat before your workouts?
What do you tend to eat before your workouts?
When do you eat after your workouts?
What do you tend to eat after your workouts?
If you eat meals following your workout, where do you most often consume the food?
Would you enjoy the experience of purchasing fresh meals from a vending machine? Why or why not?
What matters to you most when purchasing prepared meals and snacks?

- Price
- Speed of preparation
- Nutrition contents
- Freshness of ingredients
- Portability (being able to consume on-the-go)
- Customer service quality



CREDIBILITY IS NECESSARY. PEOPLE NEED TO KNOW THEIR FOOD IS FRESH.

INSIGHTS FROM COMPETITOR ANALYSIS

WHERE COMPETITORS SUCCEED:

- Freshness and quality of ingredients
- Accessibility (mobile ordering, delivery, etc.)
- Variety of choices for dietary needs
- Reputability and credibility
- Assist users in living a healthy-eating lifestyle

WHERE COMPETITORS FAIL:

- High cost
- Delivery time
- High commitment due to subscription-only services
- Foods and ingredients appear "sketchy"
- Preparation sometimes required

**THE IDEAL MEAL:
45 MINS
AFTER TRAINING**

Consisting of **carbohydrates** and **protein** to rebuild muscle tissue and increase glycogen synthesis

People trust and use the following resources for fitness and nutritional information:

- Social media
- Fitness Influencers
- Athletes

WHAT GYMS OFFER FOR PURCHASE:

- Supplements
- Merch
- Protein bars and shakes
- Cafes and juice/smoothie bars

WHY THEY'RE NOT THE SOLUTION:

- High cost
- Processed; lack micro nutrients
- Preparation time and human interaction

AUDIENCE EATING TENDENCIES:

BEFORE WORKOUT

- When? 30 mins to 2 hrs before
- What? Fresh snacks
- Where? On-the-go or at home

AFTER WORKOUT

- When? 30 mins to 1 hr after
- What? Whole meals
- Where? At home

96%

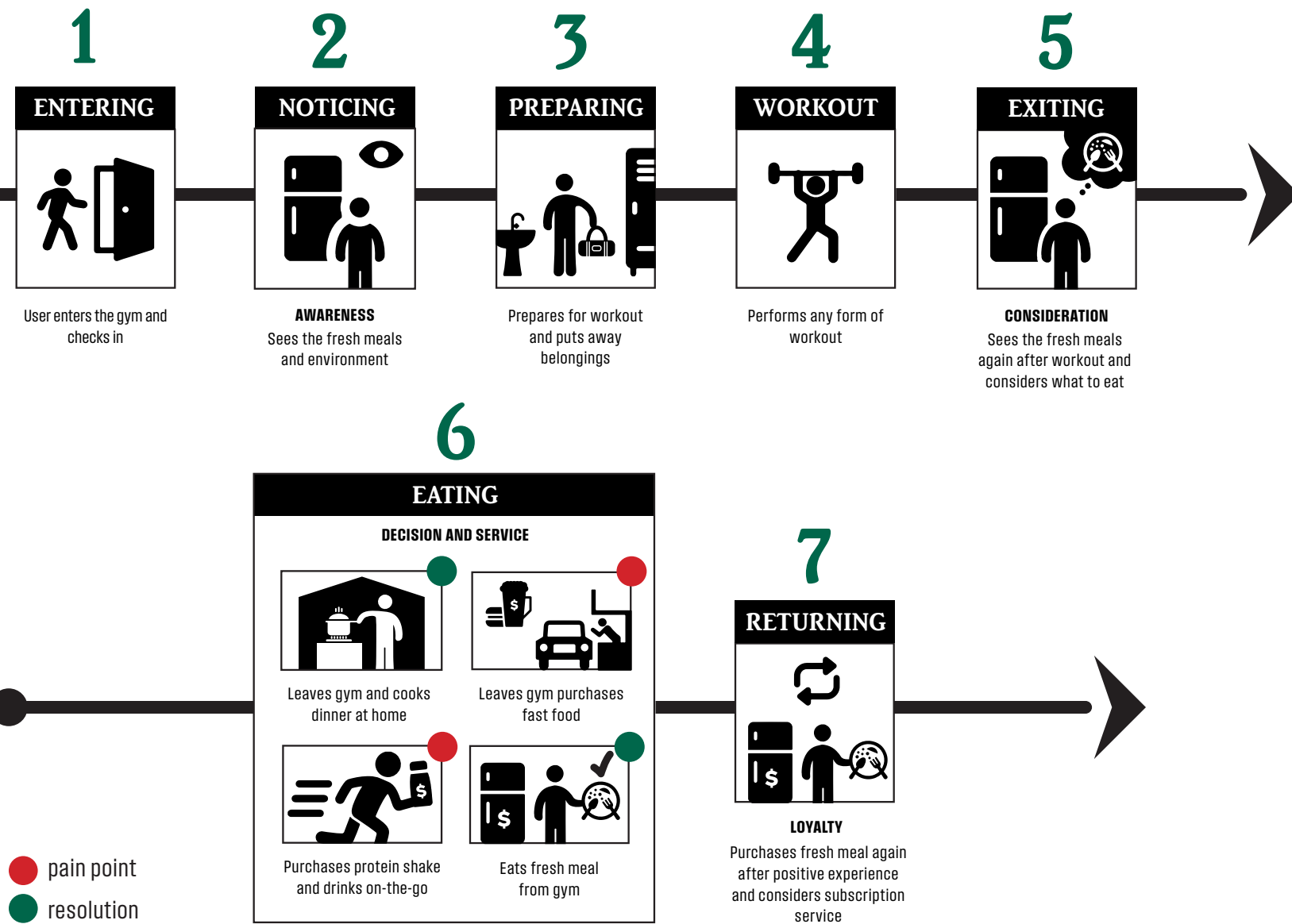
of respondents care about the freshness and quality of foods they consume.

Gym-goers enjoy **privacy, uncrowded spaces, and little human interaction.**



PEOPLE HAVE PLACES TO BE. THEY DON'T LOITER BEFORE OR AFTER TRAINING.

PRELIMINARY USER JOURNEY



PERSONAS

1



THE BUSY STUDENT
21 YEARS OLD

GOES TO PILATES AND SPIN CLASSES DAILY

EATING HABITS:

BEFORE WORKOUT: protein bar
AFTER: lean cuisine meal

GOALS

Maintain healthy lifestyle and workout
Spend minimal money on food
Focus on classes and coursework

MOTIVATIONS

Increasing energy and feeling healthy
Looking physically fit

FRUSTRATIONS

Processed diet makes her feel bloated
Wishes she could cook but lacks time
Healthy, quick choices are expensive
Hates campus foods

"I eat way too many frozen and processed foods. It makes me feel gross and gets expensive."

2



THE FOODIE
35 YEARS OLD

LIFTS EVERY DAY DIRECTLY AFTER WORK

EATING HABITS:

BEFORE WORKOUT: an apple
AFTER: Chipotle bowl

GOALS

Gain lean muscle mass
Hit macro and protein goals daily
Have an adventurous diet

MOTIVATIONS

Loves authentic, unique foods
Looking buff and muscular
Feeling recovered and strong

FRUSTRATIONS

Hates grocery shopping and cooking
Sick of repetitive diet
Takeout doesn't show nutrition contents

"I'm sick of getting Chipotle every day. There needs to be more options for healthy, high-protein fast foods."

3



THE ANTI-SOCIALITE
27 YEARS OLD

CROSS-TRAINS DAILY IN BETWEEN CLASSES

EATING HABITS:

BEFORE WORKOUT: nothing
AFTER: wrap from the gym

GOALS

Stay consistent in the gym
Work out quickly and effectively
Focus on grad school

MOTIVATIONS

Looking and fit and in-shape
Wants to eat healthy to gain muscle

FRUSTRATIONS

Gym is too busy
Foods from gym take too long to make
Hates interacting with others

"I love the smoothies and food from my gym's cafe, but stuff takes too long to make. I need to be in and out."

BRAND

Name and Spirit
Co-branding
Logomark
Type and Color



OUR GOALS TO HELP YOU REACH YOUR GOALS

1

MOTIVATING AND SUPPORTIVE

Pushing users to reach their goals by supporting their busy lifestyles

2

EDGY

Trend-seeking, rigid, and full of energy

3

HEALTHY AND REFRESHING

Bright and natural; feeling satisfied and nourished

OUR NAME: FULED

The name Fuled was chosen because we power your daily movements and fuel your recovery. Enjoying a bustling lifestyle isn't an easy feat, and easy access to support aids in your dedication.

CO-BRAND:

A marketing strategy that involves the coalition of multiple brand names for a single service or product.

CREDIBILITY:

In order to establish and retain credibility, Fuled partnered with Whole Foods Market to create the most fresh, trustworthy meals possible.



First, a competitor analysis was conducted between some of the largest grocers in the United States: Sprouts Farmers Market, Wegman's, Fresh Thyme, Heinen's, Kroger, Trader Joe's, and Whole Foods Market. The study looked to discover the single-most well-known and trusted grocer to co-brand with that also already offers prepared foods.

Whole Foods Market is present across the entirety of the United States. It holds a 95% fame rate and a 69% popularity rate, making it a popular choice for fresh groceries and prepared food amongst all generations.

A co-brand with Whole Foods guarantees the following for our prepared meals:

- Freshness and quality
- Thoughtfully-sourced ingredients
- Affordable pricing

DESIGN SYSTEM

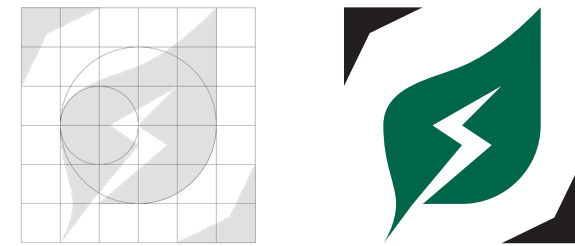
The final mark combines both organic and jarring shapes to reflect the edginess of the brand while still considering the friendliness of Whole Foods' branding.



The 'by Whole Foods' tagline may be disclosed in rare cases where meals and ingredients are not in discussion.

LOGOMARK

THE LEAF: represents the freshness of ingredients
THE BRACKETS: alludes to aiming and goal-setting



TYPE

The Fuled brand utilizes both Field Gothic and Brighton Bold. Brighton Bold belongs to Whole Foods' branding, but a combination of both typefaces should be present in all brand deliverables.

BRIGHTON BOLD

abcdefghijklmn
opqrstuvwxyz

ABCEFGHIJKLMN
OPQRSTUVWXYZ

FIELD GOTHIC

NO. 42, TRACKING 20

abcdefghijklmn
opqrstuvwxyz

ABCEFGHIJKLMN
OPQRSTUVWXYZ

COLORS AND TEXTURES

A simplified palette of both black and the Whole Foods green encompass the Fuled brand.

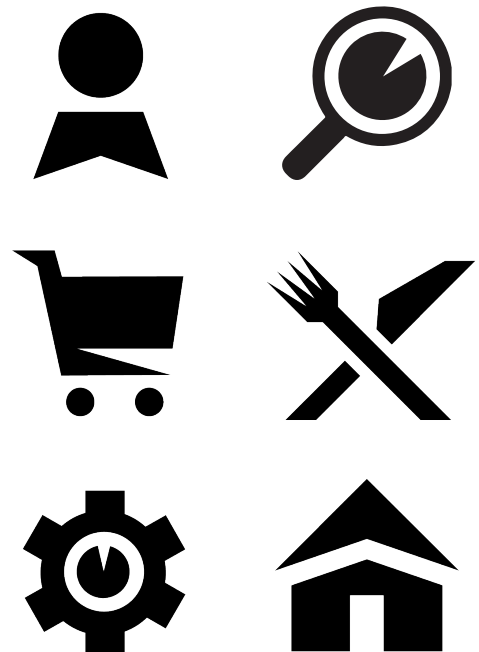
Approved Fuled concrete textures may be used sparingly behind brand elements.

#00674b
r: 0 g: 103 b: 75
c: 90 m: 35 y: 78 k: 26

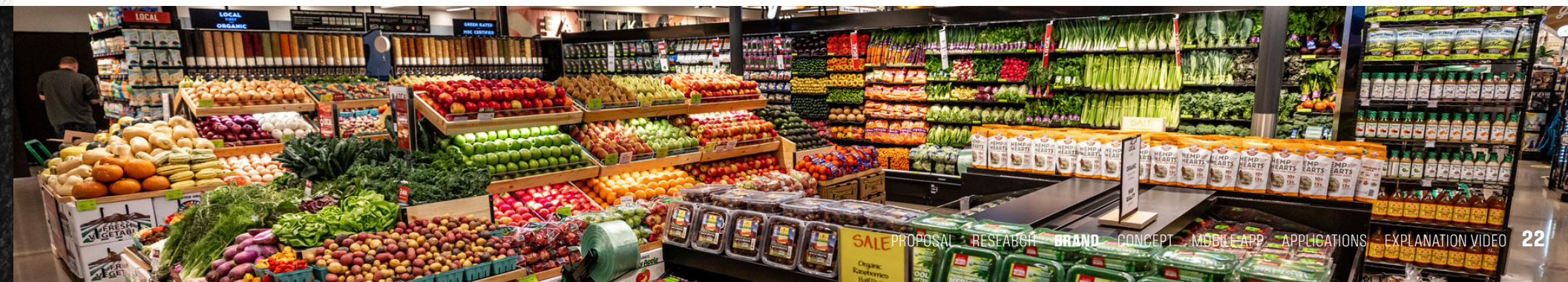
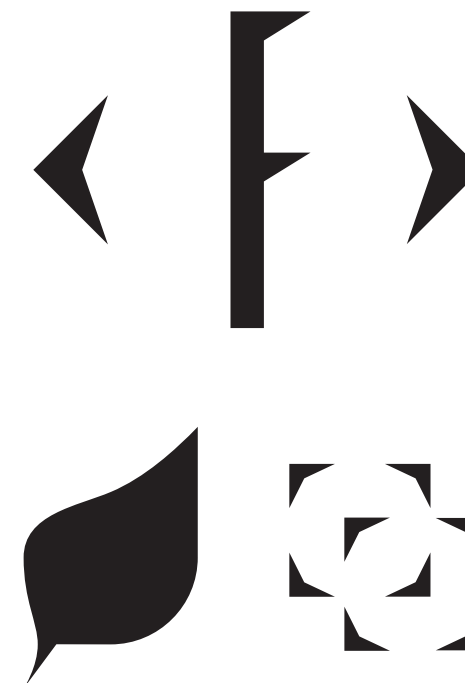
#000000
r: 0 g: 0 b: 0
c: 60 m: 40 y: 40 k: 100

OUR TAGLINE: FRESH FITNESS FOODS TO FUEL YOUR RECOVERY

ICON SYSTEM



SECONDARY BRANDING ELEMENTS



CONCEPT

New User Journey
Concept Visualization
Designed Environment

CONCEPT OVERVIEW

WHY?

Gym-goers need balanced, fresh meals with nutrition facts to refuel and recover. Grocery shopping and cooking can be difficult to combat when being busy, and not everyone enjoys cooking and meal planning.

WHO?

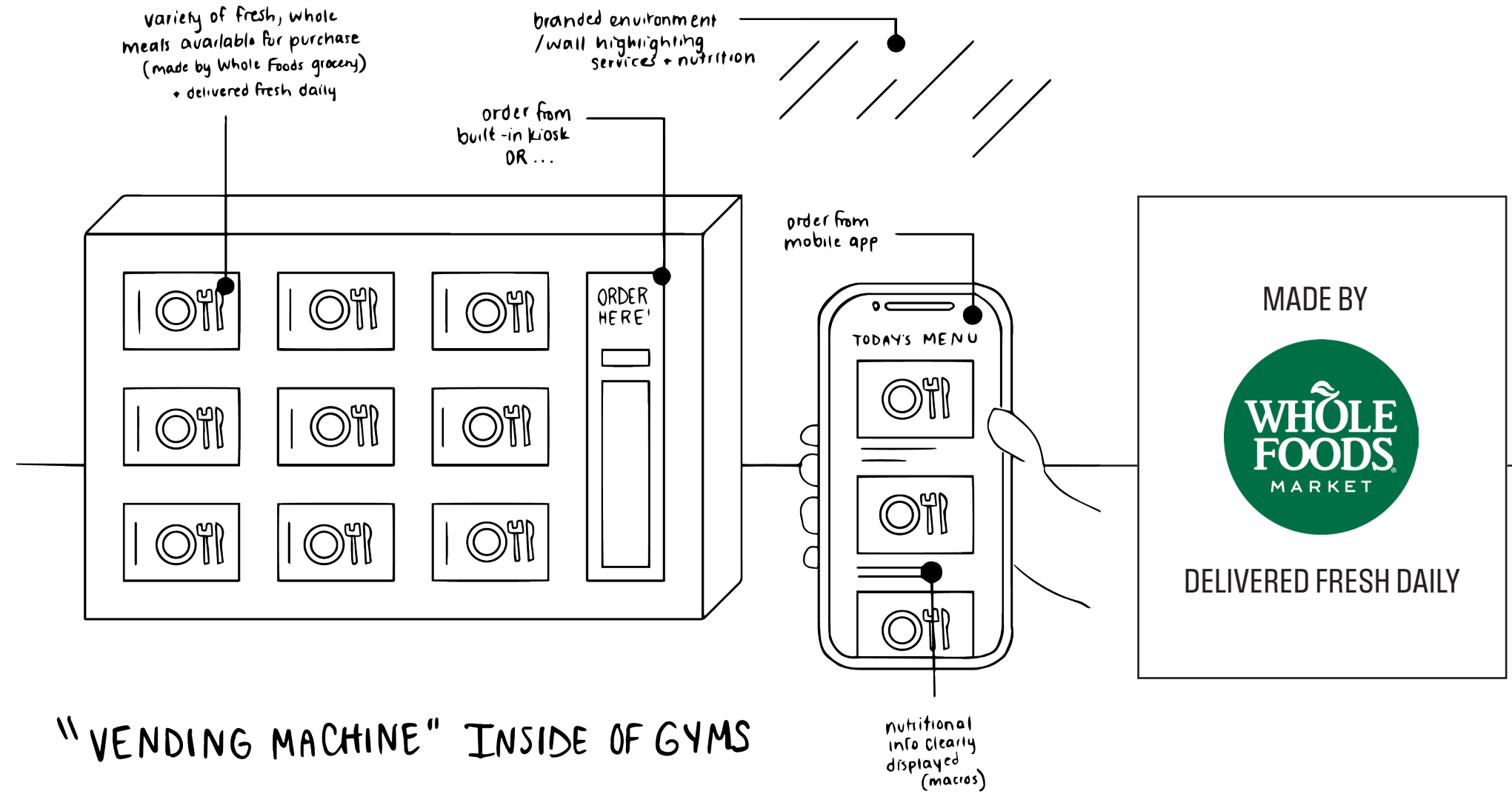
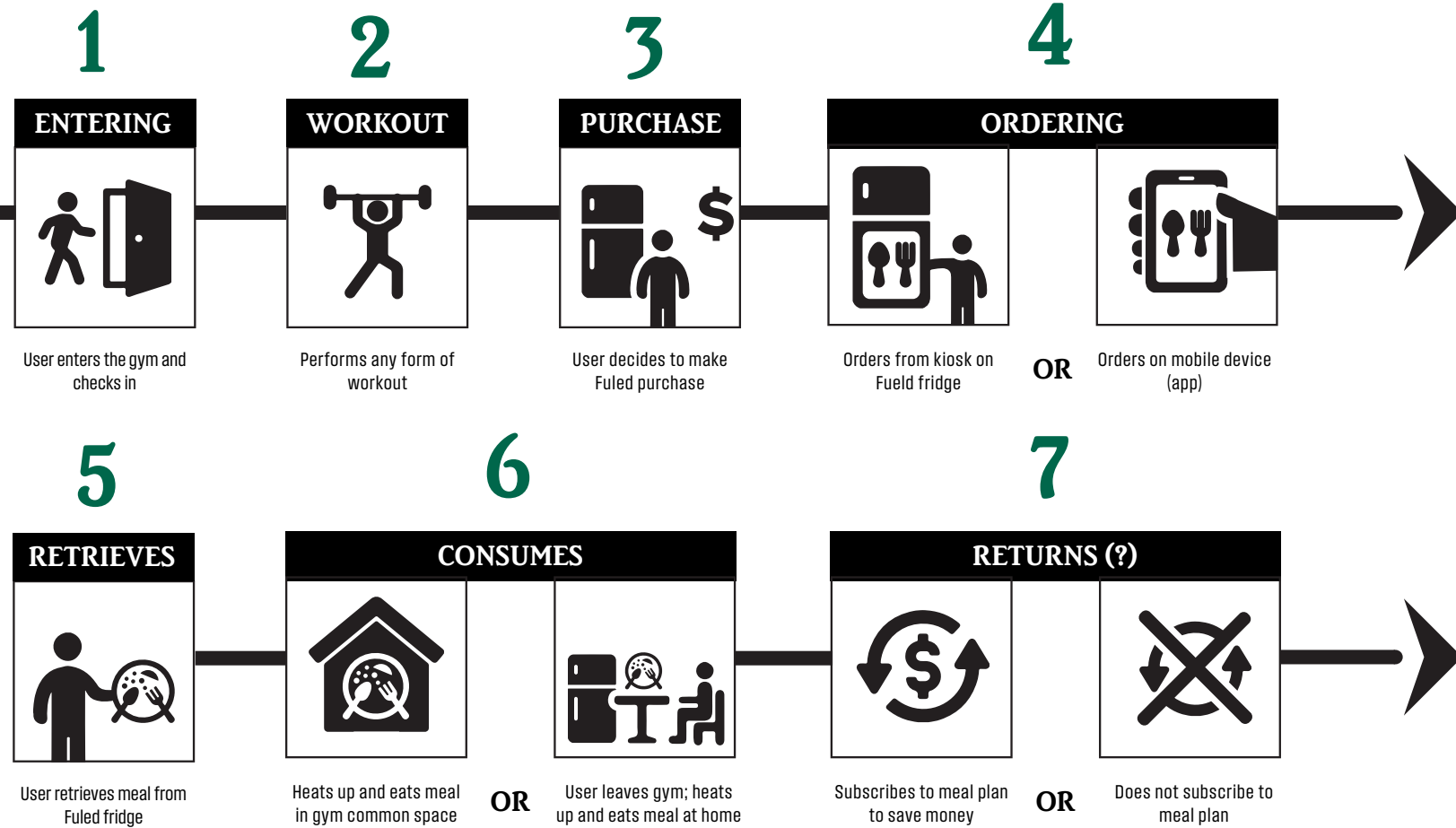
Any person that works out at a gym. Fuled will appeal to anyone that appreciates eating proper meals to refuel, especially soon after a workout.

WHAT?

Fuled is a brand that provides fresh, prepared meals for purchase from a refrigerated "vending machine" inside of your local gym common space.

HOW?

We create incentive to purchase through our freshness credibility, awareness campaign, and rotating food menu to appeal to a variety of dietary needs.



"VENDING MACHINE" INSIDE OF GYMS

THE FRIDGE

The Fuled Fridge holds refrigerated meals, which have a weekly-rotating menu. When an order is placed, a corresponding, numbered door automatically opens, revealing the meal.

Orders can be placed on the built-in kiosk or Fuled mobile app.

THE ENVIRONMENT

Every gym common space will look different, but there will always be space to sit and enjoy Fuled meals. Microwaves and preparation stations are provided to reheat meals.

Including branding elements in the environment creates consumer awareness and intrigue.



MOBILE APP

User Goals and Functions
Priority Guides
Design Direction and Style

The Fuled app features were designed based off of the following user goals and criteria:

VIEWING WEEKLY MENU

VIEWING MENU FOR NEXT WEEK

ORDERING MEALS

EASILY VIEWING MEAL NUTRITION

USER CUSTOMIZATION

TRACKING NUTRITION OF FULED AND NON-FULED FOODS

PRIORITY GUIDES:

A wireframing alternative which contain the contents and components of mobile screens, sorted by hierarchy

HOME PAGE

FULED HOME PAGE

User Goal: Browse my gym's daily selection to see if anything appeals to me, my macros, and my budget because I'm hungry and need to refuel by body after my workout at the gym

Business Goal: Sell meals and establish recurring customers by proving the importance of consuming fresh, high protein & carbohydrate-heavy meals

FRIDGE LOCATION

The Pro's Gym, Columbus OH

DAILY OFFERINGS

IMAGE OF FOOD

Title: Meal 1

Nutrition: Calories, P, C, F

Price

THIS WEEK'S MENU

FOOD MENU

User Goal: Browse my gym's daily selection to see if anything appeals to me, my macros, and my budget because I'm hungry and need to refuel by body after my workout at the gym

Business Goal: Sell meals and establish recurring customers by proving the importance of consuming fresh, high protein & carbohydrate-heavy meals

FRIDGE LOCATION

The Pro's Gym, Columbus OH

FILTERS

Calories

Protein

Fat

Carbs

DAILY OFFERINGS

IMAGE OF FOOD

Title: Meal 1

Categories: Keto, Low-calorie, Vegetarian, etc.

Nutrition: Calories, P, C, F

Description: Meal description and ingredients

NEXT WEEK'S MENU

FRIDGE LOCATION

The Pro's Gym, Columbus OH

DAILY OFFERINGS

IMAGE OF FOOD

Title: Meal 1

Categories: Keto, Low-calorie, Vegetarian, etc.

Nutrition: Calories, P, C, F

Description: Meal description and ingredients

Price

Reviews

IMAGE OF FOOD

Title: Meal 2

Categories: Keto, Low-calorie, Vegetarian, etc.

Nutrition: Calories, P, C, F

Description: Meal description and ingredients

Price

Reviews

IMAGE OF FOOD

Title: Meal 3

Categories: Keto, Low-calorie,

SHOPPING CART

User Goal: Look at the meal(s) I added to my cart, double check the pricing and macros, and check out or change/delete the meals

Business Goal: Get the user to buy the meal that's in the cart and become a returning/subscribing customer

FRIDGE LOCATION

The Pro's Gym, Columbus OH

MEAL IN CART

IMAGE OF FOOD

Title: Meal 1

Nutrition: Calories, P, C, F

Price

[View meal details](#)

[Remove meal](#)

CHECK OUT AND PAYMENT

Price

Payment

[Place Order](#)

SHOPPING CART

ORDER CONFIRMATION

FULED

ORDER CONFIRMATION

User Goal: Figure out how to retrieve my meal, confirm what I ordered in order to grab and eat my food

Business Goal: Tell the user how to get and consume their meal, establish recurring business and subscription

FRIDGE INSTRUCTIONS

Confirmation: thanks for your order

Gym and fridge location

Door number

MEAL ORDERED

IMAGE OF FOOD

Title: Meal 1

[Leave review](#)

PROFILE

Payment

Subscription

NUTRITION TRACKING

NUTRITION TRACKING

User Goal: See what meals I have ordered or consumed outside of fuled and tracked, get an overview of my progress hitting my calories and macros

Business Goal: Get the user to feel motivated to meet their macro goals by ordering more from fuled

WEEK DASHBOARD

DASHBOARD

MONTH DASHBOARD

DASHBOARD

INSIGHTS

macros missed or reached

ADD MEALS

[manually add meal to tracker](#)

PAST ORDERS

CALENDAR

[View Meal History Calendar](#)

PROPOSAL SETTINGS

SETTINGS AND PERSONALIZATION

Phone

Birthday

Customer since...

[Edit](#)

LOCATIONS

Preferred location

[Change preferred location](#)

Add new location

SUBSCRIPTIONS

User's subscription (1/week, 3/week, 5/week, none)

Subscription plans overview: plan name, price

[Manage](#)

PAYMENT

Current payment method

[Remove payment](#)

[Add new payment](#)

MENU AND NUTRITION

My dietary restrictions:

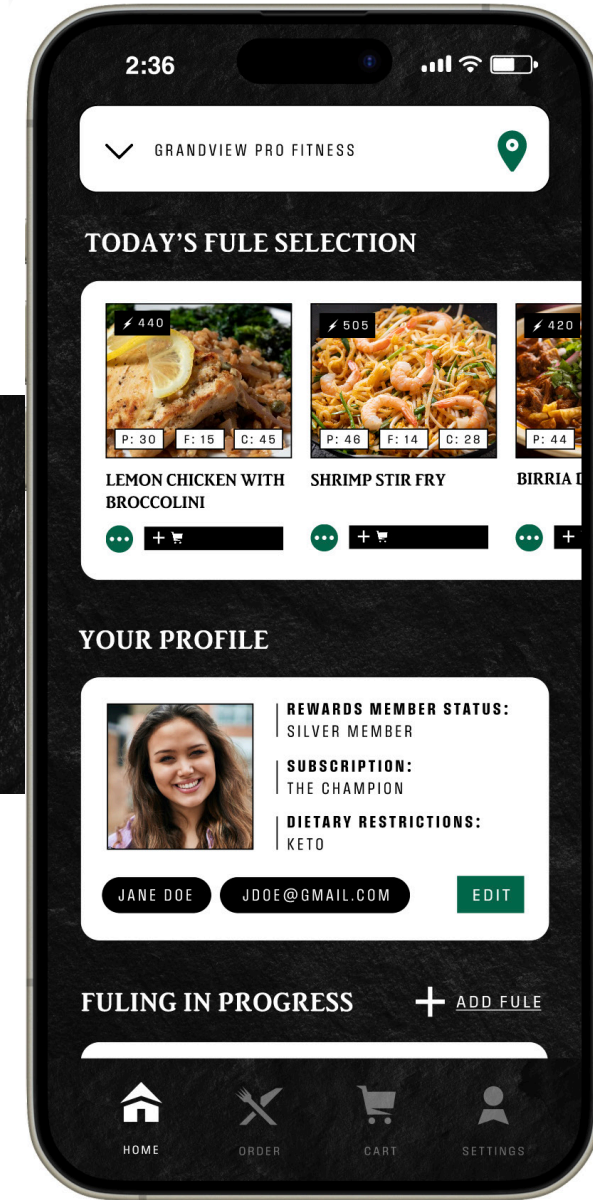
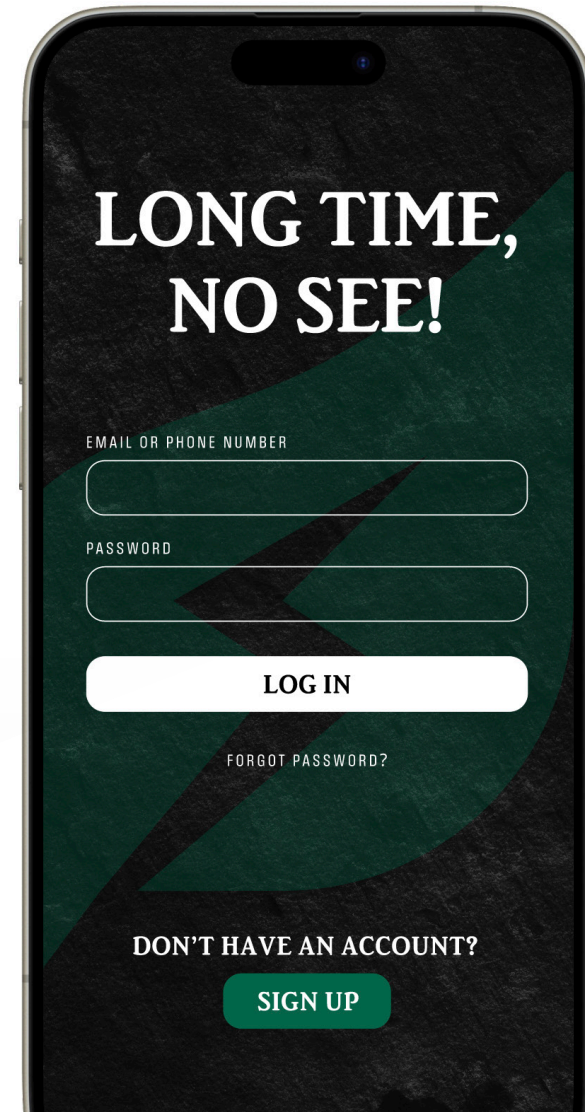
Keto

Vegan

Vegetarian



THE APP



THE HOMEPAGE:

- SIMPLIFIED CURRENT MENU
- PROFILE
- NUTRITION TRACKING DASHBOARD OVERVIEW

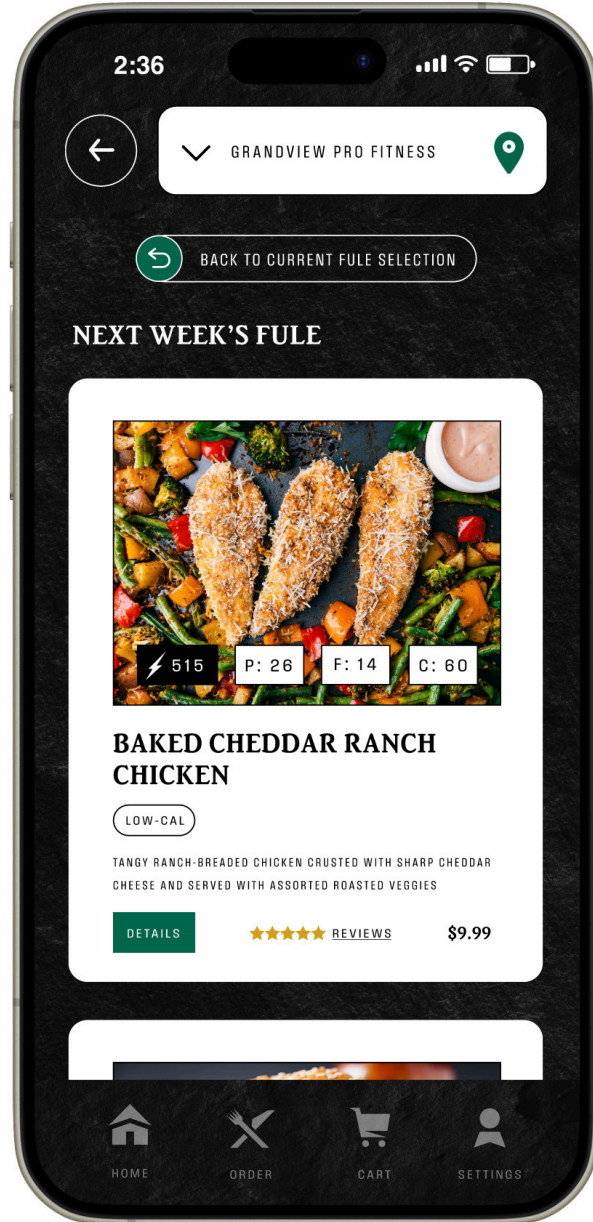
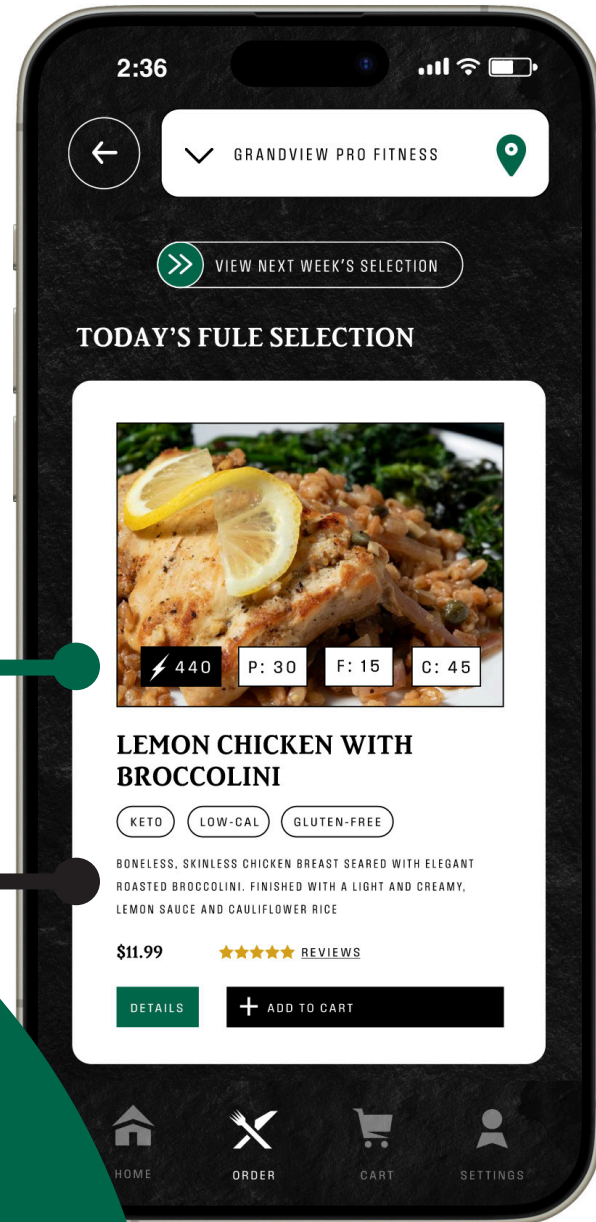
MENUS

The Fuled app contains both a detailed view of the current week's menu and the menu of next week to plan ahead.

The menus highlight nutritional the information of meals, including calories, protein, fat, and carbohydrate content.

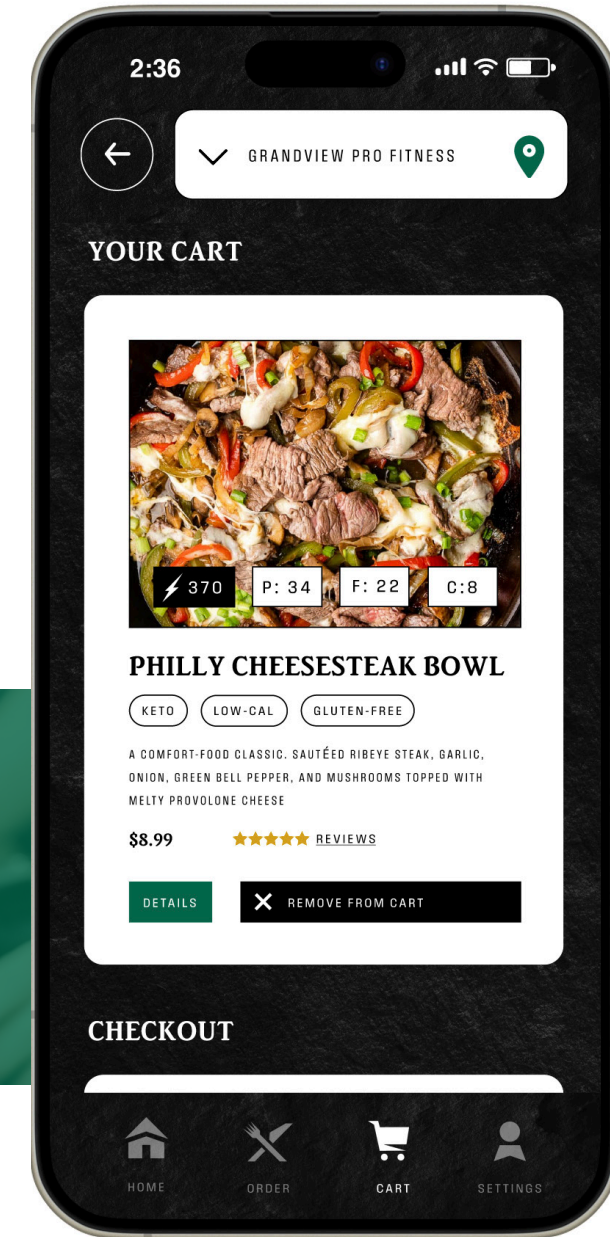
Also included:

- Dietary categories
- Brief description
- Price
- Reviews

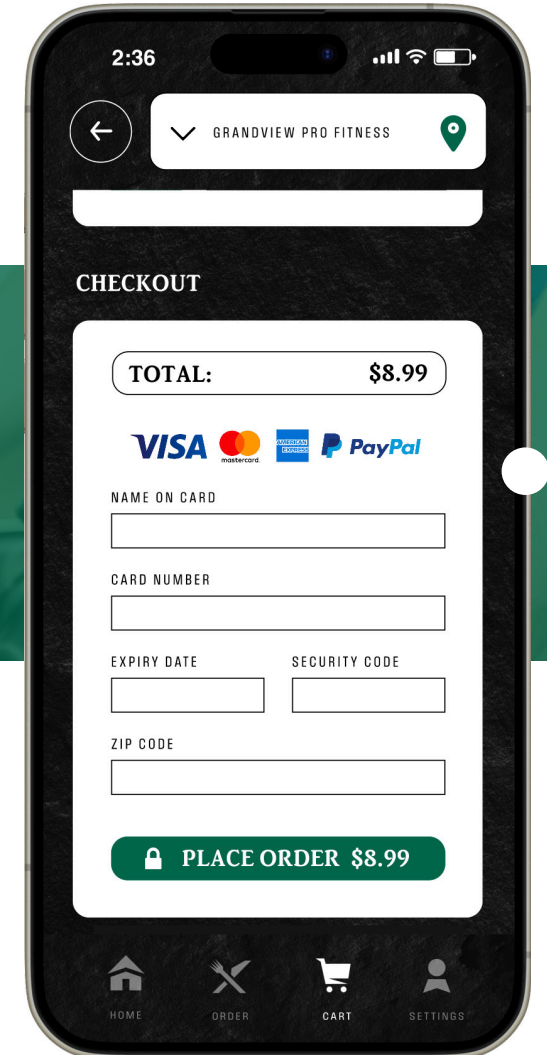


SHOPPING CART AND CHECKOUT

The shopping cart allows the user to view meals in their cart and remove them.



The checkout portion includes space to input payment information and place orders.



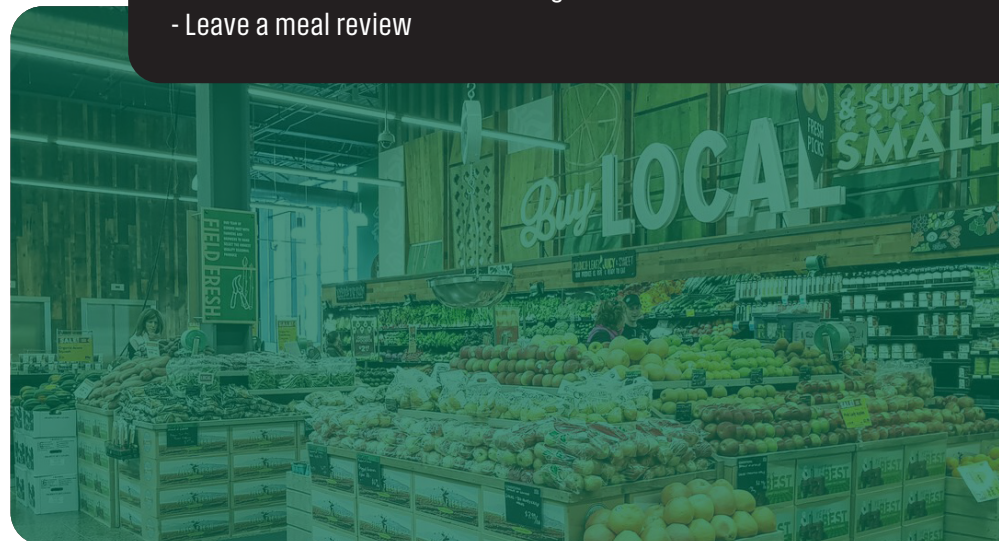


ORDER CONFIRMATION

The confirmation screen appears following an order placement. The user is notified which fridge door will open automatically and gives instructions on how to retrieve the meal. An animated loading icon assures the user that the retrieval process is progressing.

The details of the meal purchased is included, where the user can:

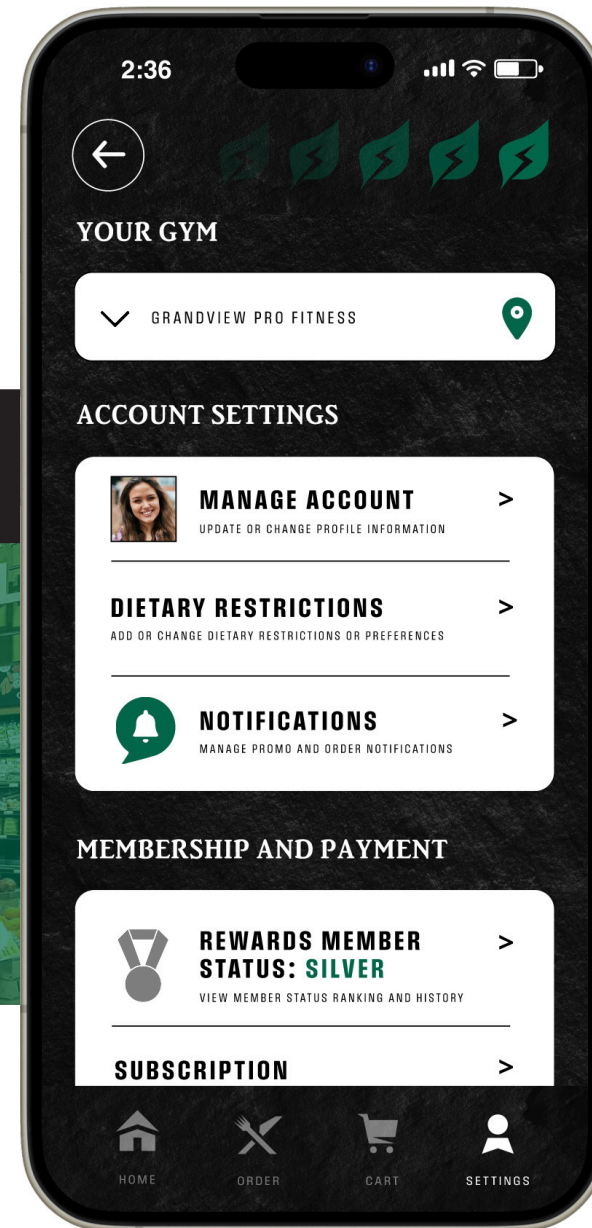
- Add the meal to nutrition tracking
- Leave a meal review



SETTINGS

The settings include:

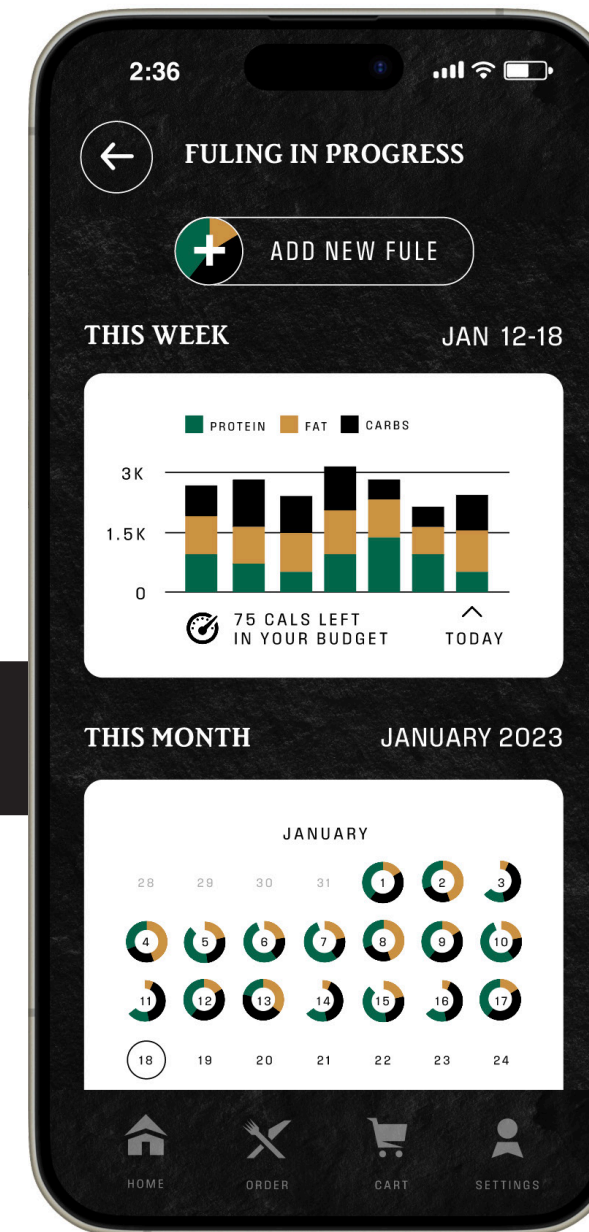
- Gym location
- Account management
- Dietary restriction filters
- Notification settings
- Account rewards
- Meal subscription options
- Editing payment methods
- Nutritional tracking settings



NUTRITIONAL TRACKING

The tracking portion of the Fuled app shows a month and week-view dashboard of nutritional intake progress. In addition to Fuled meals, other foods can be manually added.

The user can customize tracking by set their own goals for macro nutrients and calories to hit daily.



APPLICATIONS

Food Packaging
Whole Foods Environment
Delivery Van



MEAL PACKAGING

Each meal gives a simplified nutritional view and highlights dietary categories, much like the Fuled app. Users quickly recognize the macro nutrient makeup of meals through the enlarged macro-nutrient pie chart.

To reheat Fuled meals, simply remove cardboard label and plastic wrap. The containers are microwave-safe.

Reheating instructions are provided on the side of all meals.



REHEATING INSTRUCTIONS
1. REMOVE CARDBOARD LABEL AND PLASTIC WRAP
2. REHEAT IN TRAY FOR 2 MINS
3. ENJOY!



▶ Branded Fuled delivery vans deliver the meals from Whole Foods to Fuled fridges each morning.



▶ Fuled advertisements will be present throughout Whole Foods Markets in the US in order to bring customer awareness to the brand.

The visuals would inform shoppers about Fuled meals and fridges. In turn, consumers would be more likely to try a Fuled meal or apply to get a Fuled fridge in their local gym.

EXPLANATION VIDEO

Storytelling Intention
Storyboards

STORYTELLING

Fuled's intricate concept requires great detail to explain its intentions and solutions. The promotional explanation video is essential to giving consumers a visualization of how the brand, fridge, and app work.

The animated video first describes the problem and opportunity space. Then, it dives into Fuled's partnership with Whole Foods Market and how the app and fridge interact. It concludes with a statement of how Fuled solves the problem at hand, and also gives a call-to-action to try a meal or apply for a Fuled fridge today.

EVERY ATHLETE KNOWS THAT EATING **NUTRITIOUS FOODS** IS ESSENTIAL FOR:

- ▶ RECOVERY, MUSCLE GROWTH, AND PERFORMANCE.

FRESH AND WHOLE MEALS ARE THE ONLY EFFECTIVE SOLUTION.

FULED
by WHOLE FOODS

THE FULED APP

IN ADDITION TO ORDERING AT THE KIOSK, YOU CAN ORDER AND PAY ON THE APP.

THE MEALS ARE CONVENIENTLY PACKAGED AND PROVIDE REHEATING INSTRUCTIONS.

FULED TEAMED UP WITH **WHOLE FOODS MARKET**

TO DELIVER FRESH MEALS TO YOUR LOCAL GYM

OUR FRIGDES ARE STOCKED DAILY WITH PREPARED MEALS, FEATURING A WEEKLY ROTATING MENU.

YOU CAN REHEAT YOUR MEAL IN THE GYM AND STAY TO EAT...

REFUEL AND RECOVER WITH FRESH MEALS

NOW WITH THE CONVENIENCE OF FULED, YOU CAN REACH YOUR GOALS AND RECOVER EFFECTIVELY.

FULED by WHOLE FOODS

FRESH FITNESS FOODS TO FUEL YOUR RECOVERY

FULED by WHOLE FOODS

GET A FULED FRIDGE IN YOUR GYM TODAY!

www.fuledbywholefoods.com

Available on the App Store
GET IT ON Google Play

THE FULED APP

LONG TIME, NO SEE!

THE FULED APP

LETS YOU BROWSE THE WEEK'S MENU,

THE FULED APP

WHILE SIMPLY HIGHLIGHTING THE NUTRITION AND MACROS OF EACH MEAL.

THE FULED APP

YOU CAN ALSO VIEW NEXT WEEK'S MENU TO PLAN AHEAD.

THE FULED APP

THE USER CAN CUSTOMIZE THEIR PROFILE, INCLUDING:

- ▶ DIETARY RESTRICTICONS,
- ▶ PAYMENT,
- ▶ AND ADDING A SUBSCRIPTION PLAN TO SAVE MONEY.

THE FULED APP

TRACK THE NUTRITION AND MACROS OF PURCHASED MEALS, AND MANUALLY ADD OTHER FOODS.

Scan to watch the Fuled promotional video:

RESOURCES

RESEARCH

- "Fitness food- literature review and short international study case" by Edina Lendvai and Beya Hachani
- "Health Halo Effects from Product Titles and Nutrient Content Claims..." by Catherine Fernan, Jonathon Schuldt, and Jeff Niederdeppe
- People.com
- Healthline.com
- Patient.info
- Lifestrong.com
- Health.harvard.edu
- 6amhealth.com

IMAGERY AND VIDEO

- Adobe Stock Free
- Unsplash.com
- Pexels.com
- Mockupworld.com
- Unblast.com
- Freepik.com

SOUND AND MUSIC

- Freesound.com
- Pixabay.com
- Bensound.com
- Instrumentalafx.co



Lucy Vidmar
The Ohio State University | Department of Design
Visual Communication Design Senior Thesis
Autumn 2023

